

P. R.GOV.T. COLLEGE (AUTONOMOUS), KAKINADA
QUESTION BANK (W.E.F. 2022)
II BBA SEMESTER – IV
SUBJECT: SEARCH ENGINE MARKETING AND AFFILIATE MARKETING
UNIT-1

ESSAY QUESTIONS

1. Write about importance of google search.
2. Explain the rules-based personalization of marketing at internet scale.
3. Explain briefly about google ads and Bing ads.

SHORT QUESTIONS

1. Explain search engine marketing.
2. Explain landing pages and optimization.

UNIT-2

ESSAY QUESTIONS

1. Describe ppc campaigns, ppc definition, it's functioning and ppc terminology.
2. Explain Manual vs Automated bid management.
3. Define quality score and explain about setting objectives, goals and expectations.

SHORT QUESTIONS

1. What is PPC.
2. Define bidding strategy.
3. Explain effective keyword segmentation.

UNIT-3

ESSAY QUESTIONS

1. Define performance metrics and how to monitor ppc activity with google analytics.
2. How to understand and connect with the user and benefit from search behaviour of prospective customer.

SHORT QUESTIONS

1. Define performance metrics.
2. What is mobile advertising and explain video format.
3. How to optimize the display network campaigns.

UNIT-4

ESSAY QUESTIONS

1. How affiliate marketing works.
2. Explain various types of affiliate program payment methods.
3. Discuss about affiliate marketing cross selling and up selling.

SHORT QUESTIONS

1. Write about cookie stuffing.
2. Explain trade-mark bidding.
3. Describe AdSense, email spam and adware.

UNIT-5

ESSAY QUESTIONS

1. How to enrol in affiliate marketing program.
2. Explain how to promote your affiliate program.
3. Explain the strategies of affiliate marketing and organic search optimization.

SHORT QUESTIONS

1. Define organic search optimization.

2. How to set up an affiliate website?

P. R.GOV'T. COLLEGE (AUTONOMOUS), KAKINADA
MODEL PAPER (W.E.F. 2020-2021)
II BBA SEMESTER – IV

Subject: Search engine marketing and affiliate marketing
Paper: 4e

Time: 2:20 Hrs
Marks: 60

SECTION-A

Answer any FIVE Questions:

5X4=20 M

1. Explain search engine marketing.
2. What is PPC.
3. Define bidding strategy.
4. Define performance metrics.
5. What is mobile advertising and explain video format.
6. Write about cookie stuffing.
7. Describe AdSense, email spam and adware.
8. Define organic search optimization.

SECTION-B

Answer any FIVE Questions:

5X8=40 M

1. (a) Write about importance of google search.
OR
(b) Explain briefly about google ads and Bing ads.
2. (a) Describe ppc campaigns, ppc definition, it's functioning and ppc terminology.
OR
(b) Explain Manual vs Automated bid management.
3. (a) Define performance metrics and how to monitor ppc activity with google analytics.
OR
(b) How to understand and connect with the user and benefit from search behaviour of prospective customer.
4. (a) How affiliate marketing works.
OR
(b) Discuss about affiliate marketing cross selling and up selling.
5. (a) How to enrol in affiliate marketing program.
OR
(b) Explain how to promote your affiliate program.

Question Bank

Unit-1

Essay Question

1) Overview Understanding Importance of Google Search.

1. Google is the most popular search engine optimizer and online advertiser.
2. Larry Page and Sergey Brin created it, American computer scientists, on September 4, 1998.
3. The current residing CEO of Google is Sundar Pichai, August 10, 2015.
4. Google released its first android phone in January 2010, which was replaced by 'Pixel.'
5. Google's mission and vision are to make the world universally useful and accessible with comprehensive information.
6. Google provides additional features such as hardware and software products, operating systems, online business, and an enhanced home and mobile segment.
7. Google has over 380 million worldwide users and provides information in 149 different languages.
8. Gmail by Google, is a free web-based email network provider, started by Google on April 1, 2004.
9. Yahoo and Microsoft equally provide strong search technology and share a competitive market with Google.
10. Google management structure sees the top management team and implies a high focus on value-chain activity measures.

Google products and services

Google is primarily known around the world as an internet search engine. Additionally, Google provides a huge suite of internet products and services.

there Google products and services

Android - The most widely used operating system for smartphones.

Blogger - View and create a personal blog.

Chromebook - Laptop using the Google Chrome OS.

Chrome OS - Operating system developed by Google for laptop and portable computers.

Gmail - Free online e-mail service with over 1 GB of storage and the best spam protection available.

Google Ad Manager - Originally known as DoubleClick, Google Ad Manager is a service that allows a publisher to manage their ad inventory.

Google Ads - Formerly known as Google AdWords, Google Ads is a service that enables users to pay to advertise on the Google search engine and other websites using Google AdSense.

Google AdSense - A service that pays website publishers or blog developers to show advertisements on their site.

Google Alerts - Create alert text messages sent to an e-mail address each day or as it happens of web searches, news searches, etc.

Google Analytics - Google Analytics allows users to monitor and create reports of visitors to their website.

Google App Engine - A service that provides users the ability to create scalable web services that use Google's resources.

Google Assistant - Digital assistant service by Google that uses artificial intelligence to respond to voice requests.

Google Blog - A blog maintained by Google that helps give an insight into the company.

Google Books - Another fantastic service from Google containing hundreds of thousands of books that can be searched.

Google Calendar - A way to organize your schedule, synchronize, and share events with your friends.

Google Chrome - The most popular desktop Internet browser.

Google Classroom - Google service that allows students and teachers to participate in a digital class.

Google Cloud - Service for businesses to store data and run applications in the cloud, and backup and disaster recovery.

Google CSE (Custom Search Engine) - Service that allows you to create a custom Google Search engine.

Google Daydream View - VR headset.

Google Developer - A place to find all Google developer documentation, resources, events, and products.

Google Docs - A fantastic free solution from Google that allows you to create documents, open Microsoft Word documents, and share your documents with other users that have Internet access.

Google Drive - A cloud storage service from Google introduced on April 24, 2012, that allows users to view, edit, and store their documents and files in the Google cloud.

Google Duo - A cross-platform video calling application for Android smartphones, and other Google and third-party operating systems.

Google Earth - A fantastic software program that allows a person to view almost everywhere on earth, get directions, find close shops and places of interest, and much more.

Google Express - A delivery service available in most states.

Google Fiber - A limited service available in some places in the United States that offers a fibre connection to the Internet.

Google Fonts - A collection of thousands of fonts for use on your web page.

Google Forms - A feature of Google Docs that allows users to create a form that collects information for personal or business use.

Google Fuchsia - An open-source operating system.

Google Glass - AR (augmented reality) glasses.

Google Groups - Google's bulletin board with millions of users and postings.

Google Hangouts - Communication platform for messaging, SMS, video chat, and VoIP.

Google Home - Voice activated virtual digital assistant that assists users with questions.

Google Homepage - Google's main page and search engine.

Google Images - Google search that allows you to search for images instead of text.

Google Keep - Fantastic service that allows you to keep and store notes and tasks.

Google Lens - An image recognition technology that identifies objects and displays information about them using Google Search.

Google Mail - More well-known as Gmail, the most popular e-mail host.

Google Maps - A great feature that enables users to search for directions from one location to another, search for local businesses, and more.

Google Meet - A video-meeting application that integrates with Google Chat and replaces the functionalities previously found in Hangouts.

Google Moon - In celebration of the first Moon landing, Google created this page with a map of our Moon and each of the moon landings.

Google My Maps - Feature in Google Maps that allows its users to create custom maps for personal use or share with others.

Google Nest - Google home automation and security products, including the Nest thermostat.

Google News - Great news site automatically generated using the results of news sites queried by Google.

Google Ngram Viewer - Great tool that allows you to search many books and other printed materials for the frequency of words or phrases.

Google Now - Service primarily used by mobile users that gives the most relevant information relating to you based of your searching and driving habits.

Google Patents - Allows users to search over 7 million patents.

Google Photos - Online cloud storage for photos and videos, allowing users to upload, organize, and share with other users.

Google Pixel - Google smartphone.

Google Play - A service that allows users to search and download apps, books, movies, and music for Android devices.

Google Play Music- A service that allows users to stream, download, and upload music to a person library, and create and listen to radio stations. It is usable across multiple devices. Additionally, Google Play Music unlimited song streaming for a monthly fee.

Google Scholar - Allows users to search for scholarly literature.

Google Sheets - A fantastic free solution from Google that allows you to create spreadsheets, open Microsoft Excel spreadsheets, and share your spreadsheets with other users that have Internet access.

Google Shopping - Formerly known as Froogle, Google Shopping is a search service for finding products based on prices, location, type, etc.

Google Sites - A service that enables users to create and share websites.

Google Slides - A presentation program similar to Microsoft PowerPoint.

Google SMS - Enables users to send text messages over their mobile using SMS to get quick answers, such as driving directions, movie show times, local business listing, etc.

Google Street View - A great service that allows anyone to drive down the streets around the world.

Google Tag Manager -

Google Toolbar - For Microsoft Windows Internet Explorer and Firefox users. Google Toolbar add-on enables users using these browsers to have access to Google search and other Google features any time the browser is open.

Google Translate - Translate a foreign language web page or text into your language.

Google Trends - List of the 100 most active search queries and comparison of what people are searching for on Google.

Google URL Shortener - Service to shorten long URLs.

Google Video - Search for online videos hosted by Google, and transcript text of videos and TV shows.

Google Voice - Use Google search over the phone using your voice.

Google Wallet - A payment service developed by Google that allows people to send and receive money from other people.

Google Webmaster tools - Another great service provided by Google that enables webmasters to view, maintain, and control how Google indexes their web page.

Google Workspace - A suite of cloud software for businesses.

Google.org - The philanthropic arm of Google.

My Activity - Utility that tracks your history when you use Google's services.

Quick, Draw! - Drawing game to help test artificial intelligence.

Stadia - A cloud-based gaming service developed by Google.

Waze - A GPS navigation application for mobile devices.

Wing - A drone delivery service that delivers light-weight items over short distances.

YouTube - Video service that allows users to freely upload videos and view others videos.

2.Explain the Rule based personalization of marketing at internet scale.

Personalization is a powerful force that propels today's digital marketing. The approach of setting specific rules that control it. It empowers marketers to boost customer experience by providing an individual user with unique content that matches their preferences.

Rule-based personalization

It's [content personalization](#) triggered by manually created segments of visitors. It follows logic-based rules. That's why it's crucial to define which audiences these rules apply to e.g., prospect vs. existing customer, anonymous visitors vs. returning clients or web visitor vs. app user.

The goal is to tailor your website, so it meets the unique expectations of each user by presenting information especially relevant to them. In other words, rule-based personalization is the practice of listening to each visitor's needs and fulfilling them with the right experiences.

Rules

This type of website optimization is based on specific, definable rules. What constitutes a rule is a set of various conditions and types of actions.

Consider the rule as an IF/THEN statement e.g., IF a visitor buys a house, THEN display to him an ad with homeware.

You define the conditions upon user characteristics and preferences which have been gathered from a user's history or obtained from other sources.

The core issue is to define clear rules out of the conditions. So, start with data collection and properly designing your form to gather quality information about your visitors.

Then, build proper conditions for rule-based personalization around the WHO and the WHY of the user. Find out WHO your user is and WHY they came to your site. In this way you steadily develop the user's profile and create relevant content.

Before you put all your ideas into action, determine WHAT content demands modification, which means where the rules should be triggered. You can adjust, change, or even hide information.

Identify key pages that can be optimized, whether it's your landing page, One-Time-Offer, blog or product page. Choose your key elements for rule-based personalization among:

- headlines, sub headlines
- pop-up messages and notifications
- testimonials
- banners
- info bars
- ads
- HTML elements

Analyse the data obtained both from your form and acquired from user's non-web related interactions with your business. Build the rules around your visitor's:

- location
- searched keywords
- downloaded content
- device type
- preferences

Apply all the information you've gathered to fine-tune the content that will appear on the website. Treat the user profile as your guide to define your rule and tailor your content as precisely as possible.

3) Google Ad and Bing Ads

1. **Google AdWords** is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords.
2. The basic gist is, you select to promote your brand based on keywords. A **keyword** is a word or phrase the user searches for, who then sees your ad. Your ads will only show up for the keywords you pick.
3. Google counts the clicks on your ads and charges you for each click. They also count impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword.
4. If you divide clicks by impressions, you get the **click-through-rate** or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad.

Google AdWords

1 About your business 2 Your first campaign 3 Billing 4 Review

Welcome to Google AdWords!
We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

What is your website?

Your answers to the following questions will help us customize your product experience.

How many employees are in your company?

How much of your working time do you spend on marketing your business?

Get started advertising on Google in just a few steps.

Bing Ads

Microsoft Advertising is an internet marketing service that lets brands advertise their products, services, websites, and stores in search results on the Bing platform. It's a form of search marketing — specifically, [Pay-Per-Click \(PPC\) advertising](#) that presents people with sponsored listings alongside organic search results.

You may have heard people refer to Bing Ads as “Microsoft Advertising” or “Microsoft Bing Ads.” Microsoft rebranded Bing Ads to Microsoft Advertising in April 2019—though many digital marketers still use the terms interchangeably.

Microsoft Advertising essentially works like this:

1. Internet users search for a term, e.g., “black leggings.”
2. Microsoft presents the internet user with both organic search results and ads for black leggings sold online.
3. The internet user clicks on an ad and purchases a pair of leggings (at least, that's the goal).

Microsoft explains this process: “customers search... customers see your ad... customers contact you.”

In short, PPC advertising on Bing is:

- Budget-friendly. Bing Ads will let you set a maximum daily spend to control your costs.
- Cost-efficient. Bing Ads will only charge you for the advertisements users click on (meaning you only pay for leads).
- Flexible. You can spend anything from a few dollars to thousands a day on ads.
- Targeted. Microsoft Advertising uses keyword and audience targeting to make sure your ads only appear in search results related to your product, service, or brand.

Short Questions:

1. Give Short notes on Search Engine Marketing.

Search Engine Marketing (SEM) is the process of gaining market online by purchasing Ads on search engines, say Google, Yahoo, or Bing. SEM involves the promotion of websites by increasing their visibility in Search Engine Result Page (SERP).

Search Engines

The search engines use algorithms to provide the most relevant results to every user. For producing best suggestions to the users' queries, they consider not only the search keywords entered by users but also users' location, type of device and operating system they are working on, users' preferences, and their identities.

The better the search algorithm is, the happier the user is with its results.

Search Marketing Approaches

Search marketing works with two approaches –

- Earning traffic through unpaid or free search listings (SEO Methods)
- Buying traffic through paid search listings (PPC Ads)

2. Give a small note on landing pages, elements, optimization?

Landing Pages

- Landing Pages are the **standalone web pages** that are designed to convert visitors into leads.
- A landing page is specially designed for marketers to get more traffic from a marketing campaign.
- It can be anything such as a home page of our website, a blog post, a lead capture page, and more.
- It is a place where visitors buy, create, and make a revenue of products or services.

Example: Shopify, Muzzle, Wistia, Nauto, Unbounce, Bills.com, Industrial Strength Marketing, etc.

There are the following things that users do on landing pages -

- Make a purchase

- Call us
- Reach out to us via chat
- Subscribe to a newsletter or email list
- Register for an event

SEARCH ENGINE MARKETING

UNIT-2

ESSAYS

1. Explain PPC campaigns PPC definition & its functioning PPC terminology?

ANS: - Pay-per-click (PPC) is an online advertising model in which an advertiser pays a publisher every time an advertisement link is “clicked” on. Alternatively, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by search engines (e.g., Google) and social networks (e.g., Facebook). Google Ads, Facebook Ads, and Twitter Ads are the most popular platforms for PPC advertising.

PPC DEFINITION: -

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It’s essentially a method of ‘buying’ visits to your site, in addition to driving website visits organically.

PPC CAMPAIGNS: - When an advertiser creates the ad, they bid on the keyword for which they want to trigger the ad. Apart from bid price, the advertising platform also looks at different factors such as the quality of the ad and ad extensions to determine which ad is suited for the highest position. So, it is not just a onetime set up to start with a PPC campaign. It is measurable and trackable.

PPC FUNCTIONS: - The PPC Model Works

The pay-per-click model is primarily based on keywords. For example, in search engines, online ads (also known as sponsored links) only appear when someone searches a keyword related to the product or service being advertised. Therefore, companies that rely on pay-per-click advertising models research and analyse the keywords most applicable to their products or services. Investing in relevant keywords can result in a higher number of clicks and, eventually, higher profits.

The PPC model is considered to be beneficial for both advertisers and publishers. In addition, a well-designed PPC advertising campaign allows an advertiser to save a substantial amount of money as the value of each visit (click) from a potential customer exceeds the cost of the click paid to a publisher.

For publishers, the pay-per-click model provides a primary [revenue stream](#). Think about [Google](#) and Facebook, which provide free services to their customers (free web searches and social networking). Online companies are

able to monetize their free products using online advertising, particularly the PPC model.

PPC TERMINOLOGY: -

Given below is a list of the terms frequently used in PPC advertising followed by a short description of the terms. You should be thorough with these terms before proceeding further.

Ad group

It is a collection of relevant keywords under one name. Maximum 20,000 keywords can be added into an Ad Group.

Ad Network

An Ad Network is an online business that specializes in matching up of advertisers to the websites looking to host the ad. Ad networks work as brokers for both suppliers (sites with content that can host ads, for example, tutorialspoint.com) and buyers (the advertisers). An ad network relieves the websites from having to set up and invest in their own ad servers and tracking software.

Ad Position

Ad position is the order in which an ad is displayed on a webpage. For example, ad position "1" means the ad is displayed first on the webpage.

Ad Rank

It is a value used to determine the Ad Proposition.

Campaign

It is a series of relevant ad groups.

Click-Through-Rate (CTR)

It is a metric showing how often a visitor clicks your ad after seeing it. It can be defined as the number of clicks per thousand impressions. CTR contributes to Ad Rank.

Conversion

Conversion is the action the user wants when he clicks on an ad. It occurs when a visitor takes action. For example, the user makes purchases, signs up, submits enquiry forms, views a page, or downloads, depending on the program's goals.

Conversion Rate

It is the measurement of the success of a paid campaign. It is measured by the number of potential visitors performing any of the desired actions such as buying a product, filling a form, etc.

Cost Per Action or Cost Per Acquisition (CPA)

It is the amount you pay for every lead, sign-up, or purchases.

Cost Per Click (CPC)

It implies the amount you pay for every single click on your ads.

Cost Per Mille (CPM)

It is the amount paid for every thousand views of the PPC ad.

Destination URL

It is where you want the user to land when he clicks on the ad.

Display URL

It is the name of a page of the website.

Geo-targeting

Delivery of ads to a particular geographic location of the users. It allows the advertisers to choose specific locations where they wish to show their ads.

Impression

In the context of online advertising, it is a measure of the number of times an ad is seen irrespective of clicking on it. Each time the ad displays, it is counted as one impression.

Keyword

It is a search query made by a user. A word or a phrase of words entered in the search box by the user. The search engine matches your keywords and gives you relevant results on the Search Engine Result Page (SERP).

Landing Page

It is any standalone webpage distinct from the main website on which the visitor lands.

PPC Bid

It is the maximum amount of fees an advertiser is ready to pay for a click.

Quality Score

It is a dynamic metrics assigned to each of your keywords and ads. It determines the quality of your keyword, ad, and the landing page. High quality score boosts the ad rank.

Search Engine Result Page (SERP)

The page that lists the results returned by the search engine in response to a user query.

Split Testing

It is a classic method of testing an ad to determine the effectiveness of a PPC ad. It compares two versions of an ad that are identical except for one specific difference of a word or an image.

2. Manual vs automated bid management?

Ans: - In the SEM industry, there are two main bidding methodologies: automated bidding (through third party bid tools/Google's Conversion Optimizer) and manual bidding (through the AdWords Interface/AdWords Editor). Each professional PPC Manager will each have a unique stance regarding which method of bidding and toolset they prefer to optimize their search

accounts. In many cases, the best bidding methodology is determined by the type of account in question and specific advertising goals.

Manual bidding

Manual bidding involves managing your bids straight through AdWords or Bing, which means making bid increases or decreases based on a number of factors such as past keyword performance or ad position and not relying on automated solutions. It is a manual process that requires human intuition, and it can be compared to being in the day-to-day trenches where you are completely involved in every change and nuance of your account. The type of marketers who prefer this type of bidding value the highest level of control and the ability to make swift changes, be they small or large.

Pros:

- **Quick reactions** – say that while monitoring your account, you notice that performance has suddenly dropped today. You run an Auction Insights report and come to the conclusion that new competitors have been pushing CPCs to increase, so you quickly push bid changes for the keywords that have been performing poorly to combat the situation at hand. The ability to react to the always-changing online environment **right away** is a huge advantage.
- **Control** – with this type of bidding, you are able to bid on the individual keyword level and determine how aggressive you want to be with your bids at the most specific level. It is power and granularity at its finest.
- **No delay in changes** – Manual bidding ensures that your changes are in effect without delay. Hooray!

Cons:

- **Challenging at scales** big spending accounts that house thousands of keywords (especially those in E-commerce) get more and more difficult to effectively manage on a granular level.
- **Chance for inefficiencies/Prone to human error** – having a day-to-day view of the account can potentially prevent a marketer from seeing the “bigger” picture. Also, there is the risk of human error because of the human component within manual bidding.
- **Time consuming:** - manual bidding can quickly become a full-time job. You’ll need to determine if the ROI (return on investment) is worth it.
- **Limited segmentation options:** - when you compare manual bidding vs automated bidding, the former doesn’t have as much flexibility regarding how you structure your account.

Automated Bidding

Automated bidding is also known as smart bidding, is an AI-led keyword bidding strategy that uses the algorithms to optimize bids according to your PPC campaign goals.

Smart bidding is best if

- You have a large ppc account.
- You have a lot of historical data
- You have specific goals
- You lack the expertise for manual bidding
- You want to reduce the time you spent on campaign monitoring

Pros:

- It conserves time
- Allows you to run campaigns on a “set and forget” basis.
- Google has access to a lot more data than you do or ability to handle large and complex account.
- **Versatile segmentation** – the underrated ability to segment your campaigns and ad groups based on similarity and categorize them into custom folders which you can then bid separately.
- **Efficiency** – automation can give you the freedom in bandwidth to manage your big accounts on a macro level and focus instead on growth opportunities or account strategy while also keeping tabs on everyday performance.
- **Ability to handle large or complex accounts** – it can be challenging to manage all of the thousands of keywords within large or complex accounts, so automation can help in efficiency gains.

Cons:

- Google has no idea what you're up to.
- You don't have access to or control over the data that's being used.
- **Traffic and conversion suggestions** – it is advised that switching over to automated bidding is best when your account has decent traffic and conversion volume...but not before.
- **Automation does not mean hands off** – by using these platforms(s), you still have to actively keep tabs on your account and pull levers on a regular basis to make sure these tools are effectively performing the way you intend them to. You also don't want the tool to do your job for you but instead complement your existing search initiatives.

- **Potential delay in changes** – since you make changes in the platform and not directly in the UI, there is an extra step of syncing your changes to the channel. Most platforms will automatically sync once or a few times a day, with the option to manually sync your campaigns, so if you forget to sync your changes immediately, they won't be in effect until the platform's next scheduled sync.
- **Be wary of aggressive changes** – when optimizing with a bid management tool, it is wise not to be overly aggressive when adjusting targets because algorithms require time to develop and build history to determine optimal bidding so sudden big changes might negatively affect performance.

Unit-3

ESSAY QUESTIONS

1. Define performance metrics and how to monitor PPC activity with google analytics?

Ans.

- Performance metrics are data used to track processes within a business.
- This is achieved using activities, employee behavior, and productivity as key metrics.
- These metrics are then used by employers to evaluate performance.
- This is in relation to an established goal such as employee productivity or sales objectives.
- Tracking performance metrics is important because they provide valuable information to your business.
- The data that these metrics provide can be used to grow your business and increase your profits.
- They also help put strategies in place for meeting various objectives. This can be across any aspect of your business.
- You can plan for improvements, adjustments, and any changes to the processes your business has in place to meet various goals.

If you aren't measuring your PPC in Google Analytics, you're leaving money on the table. Combining your PPC powers with the additional measurement tools in Google Analytics leads to smarter goal tracking, sharper pictures of the people behind your conversions, and better insight into the full value of your campaigns. Let's look into 21 ways you can use Google Analytics for PPC.

1) Make sure your AdWords and Analytics accounts are linked

This is an easy one, but it can be easy to forget to go into your account's settings and make sure this feature is turned on. Using auto-tagging in AdWords and linking the account with Google Analytics ensures you'll get the best quality AdWords data in Google Analytics.

After you've linked, you'll be able to see metrics like average visit duration,

pages per visit, percentage of new visits, and bounce rate right within your AdWords interface.

2) Import your Google Analytics metrics into AdWords.

The AdWords dashboard is great for showing you which parts of your PPC campaigns are converting and which aren't--but unless you have a ton of conversion data, you may be wondering how to move your AdWords campaigns in the right direction.

That's where the benefit of linking your AdWords and Analytics accounts comes in, you can see metrics like bounce rate, pages per session, average session duration, and the percentage of people who are new visitors. To see these metrics in AdWords, go to columns on your dashboard, and then select Google Analytics.

3) Understand the difference in how Google Analytics & AdWords count conversions.

At one point, you've probably wondered why you're seeing a difference in the conversions that AdWords reports versus the conversions that Google Analytics reports. You're not going crazy - the difference lies in the two different attribution models these platforms use.

Google AdWords uses Last google ads attribution. This means that 100% of the conversion value is attributed to the most recent AdWords ad that was clicked before someone converted. For example, if you clicked an ad, but later converted on an organic result or through some other channel, AdWords would attribute the conversion to the ad.

4) Create goals in Analytics to measure your PPC efforts.

You definitely want to be sure you have goals that are aligned with your macro-conversions, like sales if you're selling products, or form submissions and phone calls if you're focused on getting leads.

You can create these goals by going to the admin tab in your Google Analytics account, selecting Goals under the View tab, and adding a new Goal.

5) Use events to measure actions within your website.

Don't use UTM tags to measure actions within your site. I can't emphasize this enough. Using UTM tags within your website obscures the actual channels where your visitors came from, like social, email, or paid search.

Use events instead. Events can measure internal actions, like who clicked a certain link within your site, who engaged with a chat function, or who clicked a phone -- and that's just scratching the surface.

2. How to understand and connect with the user and benefit from search behaviour of prospective customer?

Ans.

- Optimizing the customer experience is a great way to get new customers. It's also one of the best ways of fostering customer loyalty.
- According to Teradata, only 41% of marketing executives are using customer engagement data to inform their marketing strategy.
- Despite this, marketers and other organizational leaders alike are neglecting the customer before *and* after the sale.
- The biggest barrier to even beginning is usually the lack of a deep understanding of the customer in the first place.
- Having a comprehensive understanding of your customers is key to achieving core business goals.
- Whether you're trying to build (or optimize) the customer experience, create more engaging content or increase sales. Knowing your customers better than they do is key.

In this article, I'm going to outline 5 techniques you can implement to understand your customers better

1. Apply Intelligent Customer Engagement
2. Create More Robust Buyer Personas
3. Generate Data from Customer Analytics
4. Anticipate, Predict, and Plan for the Future

5. Traverse Your Customer's Path

1. Apply Intelligent Customer Engagement:

An optimized customer experience is valuable for revenue and retention. If you get it right, it can be a source of customer insight.

Engaging with your customers in real-time has become more easily accessible thanks to new tools. Messenger is becoming an ever more popular customer service channel, while tools like Drift allow you to talk with your customers as they browse your website.

2. Create More Robust Buyer Personas:

Many marketers make the mistake of using generic demographics like age, profession, and location to develop their buyer personas. These data points simply don't provide enough information to create messaging that resonates with your audience on an emotional level.

One way to dig deeper into customer preferences is to use the Acquisitions tab on Google Analytics to see which social media outlets, industry blogs and professional forums your site traffic comes from. Then, apply this information to your personas so you can find out where and when to reach them more effectively.

3. Generate Data from Customer Analytics:

From clicking on a link to reading through a web page, every customer action offers valuable insight into customer behavior.

To determine how customers interact with your website, you can try a user behavior tracking tool. Tools like Google Analytics and Inspect let are great tools for gathering insights such as time on page and bounce rate. Inspect let can even provide short videos of users on your page in real time.

4. Anticipate, Predict, and Plan for the Future:

Creating a plan for future customer engagement is just as important as creating a plan for the present. This puts customer experience teams in the

right frame of mind to respond to customers during stressful or challenging situations.

Predictive modeling software mines existing customer data to identify cyclical patterns and trends that can inform decision making. Two great tools are Rapid Miner and Angoss' customer analytics, both of which create realistic future models.

To see how predictive modeling informs customer strategy, imagine you work for a SaaS company that wants to adjust its product roadmap to anticipate customer needs.

5. Traverse Your Customer's Path:

The only way to understand the unique and dynamic customer buying journey is to put yourself in your customer's shoes.

This is made possible by an advanced technique called customer journey mapping — a method where companies create a detailed, graphical representation of the customer journey based on critical touch points — interactions between a customer and your brand before, during, or after purchase.

SHORT QUESTIONS

1. Define performance metrics?

Ans.

Performance metrics are defined as figures and data representative of an organization's actions, abilities, and overall quality.

There are many different forms of performance metrics, including sales, profit, return on investment, customer happiness, customer reviews, personal reviews, overall quality, and reputation in a marketplace.

Performance metrics can vary considerably when viewed through different industries.

It's important that organizations select their chief performance metrics and focus on these areas because these metrics help guide and gauge an organization's success.

Business measurements must also be carefully managed to make sure that they give right answers, and that the right questions are being asked.

Performance metrics are integral to an organization's success.

2. What is mobile advertising? Define video format?

Ans.

By definition, mobile advertising refers to any form of advertising that appears on smartphones and mobile devices such as tablets and e-readers. It includes all the interactive channels that are used by the advertisers to communicate or promote brand information, news or offers, through mobile devices or networks.

Mobile advertising can include anything from SMS offers, banner advertisements on websites, ads on downloaded apps and games, and much more. The goal of the marketer here is to ensure continuous engagement with the consumers by means of different types of updates.

Unlike traditional advertising, mobile phone video advertising must be adapted to fit a mobile device's smaller screen.

Also, while traditional media usually comes in the form of intermission, mobile online video ads can be played pre-roll or post-roll. They can even be displayed on platforms that typically don't use video content, such as blogs or websites.

The point of most mobile video ads is to reach potential customers. And as mobile video advertising stats show, these mobile video advertising efforts can quickly pay off.

3. How to optimize the display network campaigns?

Ans.

The Google Display Network helps you find the right audience with its targeting options that strategically show your message to potential customers at the right place and the right time. Here are some examples of how you can approach targeting with Display ads:

- **Find new customers or engage existing customers using audience segments.**

Similar segments and in-market segments help you find new prospective customers by targeting people who are interested in your products. You can also use your data segments to help you re-engage people who previously visited your site.

- **Drive more conversions using automation.**

Automated Targeting increases conversions by finding high-performing audience segments based on your existing audiences and landing page. By automatically optimizing over time, Google Ads can learn which audience segments work for you. Automated bidding automatically adjusts your bid to help meet your return on investment. Smart display campaigns combine the best of automated targeting, bidding, and creatives to maximize your conversions on Google Ads.

(SEM) Unit: -4

Essay Questions:

1. How affiliate marketing works?

A.



Affiliate marketing is a type of marketing in which an individual or business markets another company's products or services. In exchange for promoting the company's products, affiliates earn commissions for their work bringing visitors and sales to the business.

Affiliates typically promote products through their website, blog, social media accounts, podcasts, or other online platforms.

The company will track all the sales that come from the affiliate in order to credit them with the commission.

It is similar to the commission a salesperson earns. However, affiliate do not work for the company whose products they are promoting.

Affiliate marketing types

There are two types of affiliate marketing.

With the first type, you promote other people's products and earn a commission for each sale that you refer.

The second type of affiliate marketing is when you create your own products and set up an affiliate marketing program where other people can earn a commission by selling your products.

When you see a description of the affiliate marketing meaning, most times it is in reference to the first type of affiliate marketing.

This is also the type of affiliate marketing that we will focus on in this guide.

Affiliate marketer:

An affiliate marketer is a person that promotes someone else's products in exchange for a commission.

They are often a content producer that has an audience that they can use to share the company's products.

Affiliate merchant:

An affiliate merchant engages in the second type of affiliate marketing. They create an affiliate program along with their own products to be marketed in the program.

They then find affiliates to join the program and begin promoting their items.

When setting up an affiliate program, the merchant needs to implement a sales tracking system and a way to monitor affiliate results and commission pay-outs.

2. Explain various types of affiliate programme payment methods?

A. Businesses pay affiliate commissions to bloggers and social media influencers that refer readers to their website through a link, increasing traffic. Some pay-outs are pay-per-click and others are pay-per-action, requiring lead information from the affiliate marketing referrer or sales. Payment methods and commission structures vary.

Types of Affiliate Payments

Businesses offer several types of affiliate programs:

Pay-Per-Click

Only bloggers or others who have high-traffic websites should use Pay-Per-Click. It requires their reader to click on links to bring him to your page, and every time this occurs, the writer receives a few cents. No sales have to be made; you are simply paying for the traffic that hopefully leads to new customers. As a company, you can refuse to pay the writer if you believe they are clicking the link themselves or through automated techniques that don't offer new customers.

Pay-Per-Action

More money can be made by those willing to partake in pay-per-action. There are a few methods you can use to do this. The two most popular are through leads and sales. Another pay-per-action type is pay-per-call for resulting appointments for businesses like real estate sales and home improvement contractors.

Leads require the writer to gather information from their readers so that you can contact them about your products.

Sales use tactics similar to pay-per-click; however, the customer is tracked while on your site. If a purchase is made, your affiliate partner receives higher compensation. If residuals are included in the affiliate program, then the referrer also receives commissions on future sales from this new customer referral.

Pay-Per-Impression or Pay-Per-View

Businesses pay for clicks on their website ads.

Two-Tier Affiliate Programs

The affiliate marketer controls an underlying affiliate network and receives commissions for both its referrals and those from its network. This type of affiliate program allows multi-level marketing.

Businesses may use a combination of affiliate program types. For example, Amazon uses both pay-per-click and pay-per-action for leads and sales in its Amazon Associates affiliate marketing program. Amazon also has an Amazon Influencer program.

3. EXPLAIN AFFILIATE MARKETING CROSS SELLING AND UP SELLING?

ANS: - Affiliate Marketing: -

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

Cross-selling

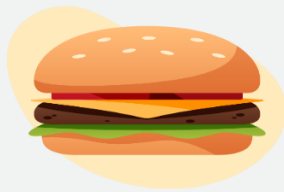
Cross-selling is encouraging the purchase of anything in conjunction with the primary product. For example, if a customer has already purchased a subscription to your marketing tool, cross-selling would encourage that customer to purchase a subscription to your CRM.

EXAMPLE: -Cross-Selling a Cheeseburger

Say you work at a fast-food franchise, and a patron orders a burger. If you wanted to cross-sell, you would offer additional items to make for a complete meal.

For example, you might ask if they want to add an order of fries and a milkshake to go along with the burger. In this case, you're building around the initial purchase with complementary products.

Cross-Selling Example



BURGER



FRIES



MILKSHAKE

UP SELLING: -

Upselling is encouraging the purchase of anything that would make a customer's additional purchase more expensive with an upgrade, enhancement, or premium option.

With upselling, you're not offering lateral products to complement your customer's initial purchase — you're offering an upgraded or premium version of the product they've just agreed to buy.

In short, you're "piling on" on a product when upselling — not "building around" it.

EXAMPLE: -Upselling a Cheeseburger

Let's continue with the fast-food burger example from above. To upsell a burger, you'd offer options for a more elaborate burger. So, for example, adding a slice of cheese or a pickle for an additional fee. Or, you could tell them about a higher-quality cut of beef they could choose for a small premium.

Upselling Example



SHORTS: -

1. WHAT IS COOKIE STUFFING?

ANS: - **Cookie:** - Cookies are small files that hold data specific to a particular user and website. This can be accessed either by the web server or the user's computer.

Cookie stuffing: -

Cookie stuffing (also called as 'cookie dropping') is an illegitimate technique where a third-party drops multiple affiliate cookies on a user's browser, in order to claim the commission out of sales happening from that browser.

"Cookie stuffing creates wrongful attribution. It's essentially stealing the credit for someone else's attribution."

For instance, if you're a web publisher partnered with a brand/CPA network to promote the products, you'll get a commission out of every purchase your visitors make from the brand.

If the visitor's browser is stuffed with cookies from a third-party without the user's knowledge, the third-party will take a cut, even though they didn't help

in any way in this transaction. Essentially, legitimate publishers are affected because of this technique. If you want to know how exactly it happens, here's a simplified version of cookie stuffing.

2. EXPLAIN TRADEMARK BIDDING?

ANS: - **Trademark bidding**—also known as “brand bidding”—is simply the act of targeting paid search advertisements to branded keywords (searches that include a brand name, or some variation).

There are many good reasons why brands bids on their own keywords:

Clicks are inexpensive—because your own ads are highly relevant to searches for your brand, the cost-per-click on branded keywords is generally low (around 10 cents or less).

Blocking out competitors—by occupying paid results with your own ads, you can prevent competitors from trying to divert your customers away.

Control over messaging—unlike organic results that take time for the search engines to update, paid search makes it easy to adjust high level messaging on the fly. This is particularly useful if you want to align paid search with any brand messaging such as the tagline from your latest TV campaign.

3. EXPLAIN ABOUT AD SENSE, EMAIL-SPAM, AND ADWARE?

ANS: - **AD SENSE:** - Google AdSense is a popular way for websites to make money from advertisements, all the way from part-time bloggers to some of the largest publishers on the web. AdWords advertisers pay Google either by the click (PPC) or impression (CPM). In turn, Google shares a percentage of that revenue with the AdSense publishers.

EMAIL-SPAM: - Email spam, also known as junk email, refers to unsolicited email messages, usually sent in bulk to a large list of recipients. Spam can be sent by real humans, but more often, it is sent by a botnet, which is a network of computers (bots or spambots) infected with malware and controlled by a single attacking party (bot herder). Apart from email, spam can also be distributed via text messages or social media.

ADWARE: - Adware, also known as advertisement-supported software, generates revenue for its developers by automatically generating adverts on your screen, usually within a web browser. Adware is typically created for computers but can also be found on mobile devices. Some forms of adware are highly manipulative and create an open door for malicious programs.

UNIT-5

ESSAYS

1. How to enroll in an affiliate marketing program?

1. Choose high average order value (AOV) products to promote

Your first step is to choose which products you want to include in your affiliate program. You can include all your products, but it's smart to focus on high AOV products to increase revenue and affiliate earnings per click.

Tell affiliates exactly which products to advertise and offer them a few promotional tips like:

- **Promoting free shipping.** Nine out of 10 shoppers say free shipping is the number one incentive to shop more online.
- **Offering a first-time buyer discount.** Give new customers an extra discount for their first purchase. You can then remarket to them through email and Facebook ads.
- **Buy more, save more discounts.** Offer a scaled discount sale to increase average order value. For example, save 20% when you spend \$50, or 25% when you spend \$100.

2. Decide your affiliate pricing and commission

Once you've chosen your products, you'll want to decide on a commission package. Ideally, cash is the most appealing reward. Some ecommerce brands can get away with giving free products or offering store credit. But aim for cash if possible.

The next step is setting the rate. There are two routes here:

- **Percentage commissions,** or a percentage of each affiliate sale
- **Flat-rate commissions,** or a set dollar amount for each sale

According to Referral Rock, the most common is percentage commissions in affiliate programs, with the average commission being between 5% and 30%.

For comparison, the typical Amazon commission income rate ranges between 1% and 20%, depending on what products you're promoting.

3. Choose an affiliate management app

Affiliate management is the act of tracking and managing affiliate partners across an affiliate network to manage promotions, drive profitability and grow online sales. It's up to you which app you want to use, but here are a few examples of some of the affiliate marketing apps available in the Shopify App Store.

1. Refersion
2. LeadDyno
3. Up Promote
4. **Recruit your affiliates**

After you've figured out how to create an affiliate program, you'll need to recruit the right kind of affiliates to join it.

Some affiliate programs, like the one used by Twitch, a video-game-centric streaming platform, only accept especially noteworthy applicants.

There are a few ways to attract affiliates to join your program and promote digital and physical products.

1. social media

Announce your affiliate program on your own social media marketing channels. It repeats the benefits of being an affiliate to draw more interest.

2. Email marketing

If you have an email list, use it. Requests over email have the greatest impact on affiliate engagement compared to all other channels. Tell your subscribers about the affiliate program and encourage them to apply and help spread the word to others who may be interested. If you have specific affiliates you want to reach out to, you can send them a personal email.

3. Your website

Promote your affiliate program on your site with a link in an out-of-the-way but still easily accessible place, like your footer. You'll want to create a landing page dedicated to the program and highlighting the benefits of joining. Fill your website with high-quality content so that when affiliates come looking for partnerships, they know you're a legit company to work with.

5. Manage affiliates

Once you've recruited your affiliates, you'll want to keep tabs on them and the performance of your program. Regular communication is essential to establishing a strong affiliate program, and this can happen via email, as that's the preferred method of communication for most affiliate marketers.

Some metrics you'll want to consider paying extra attention to:

- Total affiliate sales
- Sales per affiliate
- Average order size (especially compared to sales not attributed to affiliate marketing)
- Total payout
- Payout-to-sales ratios
- Gross margin
- Total number of affiliates
- Number of new affiliates
- Number of affiliates who've left the program

Q2. Explain how to promote your affiliate marketing?

1. Build a well-designed affiliate program page

The affiliate program page is where your potential affiliates learn all about your program and what's in it for them.

What should you include on your affiliate program landing page?

- An enticing call-to-action (the bold header text that draws people in and “sells” your program in a few brief words)
- The affiliate commission rate you offer
- Is the commission a flat rate or a percentage of every sale?
- Are high commission rates or bonuses offered for top affiliates?
- An explanation of how your program works
- A compelling hero image to catch the potential affiliate's eye
- Clear affiliate program terms and conditions, so prospective affiliates know what to expect
- Include the requirements for an affiliate to earn commission, how long affiliate tracking cookies last, whether the first or last affiliate link click earns a commission, what affiliates can and can't do, and how affiliates will be paid.
- An embedded affiliate application form, or a link to your affiliate program application

2. Include the program in other places on your website

When prospective affiliates check to see if you have a program, they usually check your website's top and bottom menus. It's best to include a link to your affiliate program page in both of these menus.

3. Mention it in email marketing and newsletters

Promoting your affiliate program within emails directly reaches your existing customers when it matters most. Here are some examples:

- You could invite your top customers to join your affiliate program with a personalized email. Thank them for being such a great customer, highlight how they've helped your business, then explain the win-win structure of your affiliate program (they earn passive income and you gain more exposure).
- Or you could let all of your email list subscribers know you have an affiliate program with a dedicated promotional email. (Mentioning your commission rate is a good way to pique your customer's interest.)
- Promote your affiliate program in transactional or thank-you emails, which are sent at times when customers are most engaged with your brand.
- Include a section about your affiliate program in your regular email newsletter.

4. Promote on social media channels

Social media is where your audience goes for the inside scoop. So be sure to promote your affiliate program on the social media platforms your audience frequents most.

Create engaging posts that directly link to your affiliate program. And make sure to vary the wording and imagery of your posts to really catch the attention of any potential affiliates.

Videos are a particularly effective way to leverage social media – video content really grabs attention. Or, you could go live on Facebook to promote your program.

5. List your program in affiliate directories

Affiliate directories are another place where seasoned affiliates frequent to find new opportunities to earn commissions. Essentially, these directories are lists of affiliate programs by niche or industry. They're much easier to search through and a somewhat more direct way to promote your affiliate program, compared to forums and social media groups.

Oftentimes, your listing will have to be approved first. You also won't have an opportunity to personalize pitches like you would with other promotion methods. If you're looking into an affiliate directory listing, our advice is to balance them out with other more personal promotions. [Affiliates Directory](#) and [Affiliate Guide](#) are some examples of affiliate directories.

6. Engage in paid ads (PPC ads)

Paying for Google AdWords based on common search terms is another effective way to get in front of potential affiliates. The same goes for Facebook ads targeting people who fall into your ideal demographics and have an audience or peer group that matches your own.

Highlighting your affiliate commission in these ads is particularly effective, as long as your commissions are competitive.

7. Join affiliate forums and groups

Affiliate forums and social media groups are dedicated locations for affiliates to trade tips and seek out new opportunities. Experienced affiliate marketers frequent these sites to find new products in their niche that they can promote. It may be best to build a presence and share your expertise before you promote your affiliate program, though. This way, you'll foster trust among the affiliates in the group, making them even more likely to participate in your program. [Affilorama](#) and [Affiliate Fix](#) are two examples of active affiliate marketing forums.

8. Employ direct outreach

The most effective way to promote your affiliate program is by directly reaching out to handpicked affiliates – bloggers, social media personalities, niche influencers, industry experts, and other quality content creators who share an audience with yours.

9. Connect in industry forums and social media groups

Industry-related forums and social media groups (e.g., Facebook Groups, LinkedIn Groups) are great places to stay connected with trends and conversations in your niche.

They also provide an awesome way to find experts who would be willing to share your products or services. With forum participants already familiar with your niche and active in related discussions, several of them should be suitable candidates for your affiliate program.

But don't spam the forum or group with ads for your program. Instead, get to know the people you think would be good affiliates. Answer their questions, help solve their problems, and show your expertise.

10. Use strategic seo

Your prime potential affiliates are probably already searching for affiliate programs to join. Make sure they can easily find your affiliate landing page by optimizing it for popular niche and industry keywords, adding "affiliate program" to the end of the keyword. (For example, "baby affiliate program" or "luggage affiliate program.")

Q3. explain about the strategies of affiliate marketing and organic search optimization?

Affiliate marketing is a type of performance-based marketing where a company (a.k.a. advertiser or merchant) pays a third-party (affiliate or publisher) a commission for marketing its products or services. For example, a travel blogger promotes popular hotel websites and earns commissions for bookings on the advertiser's site.

Affiliates typically include content creators, bloggers, YouTubers, as well as social media and email marketers.

1. Select the right affiliates

Word of mouth is still an effective marketing tool. Naturally, you'd want to look into potential affiliates who already have an engaged following that trusts them. Remember that while numbers are important, engagement, rapport, authority, and page views should also factor into your decision-making.

If you don't know where to begin, you can always use influencer marketing platforms to help you discover and recruit high-ranking affiliates.

2. Optimize your platforms

When visitors land on your page, they should be engaged enough to take action, whether that's to purchase a product or sign up to your newsletter.

Conversion optimization creates a great user experience, which increases leads and traffic to

your website. Other optimization strategies to boost conversion include:

- Creating video information
- Sending personalized email messages
- Using intent-based keywords on all your website pages
- Developing targeted landing pages
- Producing highly relevant content or updating previous ones
- Testing your platform speed

3. Diversify your affiliate program

In finance, investors diversify their investment portfolio to reduce risk. It's the same thing with diversifying your affiliate program. Relying on one to two affiliates is a great start, but it might not be sustainable in the long run. To truly maximize your program potential, creating a diversified affiliate program is the way to go. It can also help you tap new audiences and create future opportunities.

4. Partner with an influencer

The rise of social media influencers is changing the marketing game. A study found that influencer marketing yields 11 times more return on investment than a traditional banner ad campaign.

There are many reasons why influencers make great affiliates. Perhaps the biggest one is that they already have an audience. These content creators don't even need to be celebrities. Many ordinary people with engaging content on social media can build a large following.

5. Leverage coupon deals

According to statistics, 60% of online shoppers worldwide actively search for coupons before purchasing from a virtual shop.

Coupons are great because they're not only cost-effective but also measurable. They can drive acquisition of new customers and motivate

previous customers to come back for more. Manageable and inexpensive, coupons allow you to have more control over where you distribute your discount.

6. Initiate brand to brand partnerships

In 2017, 34% of marketers cited co-branding as the most effective way to increase the number of email subscribers. Meanwhile, a Partner Path poll found that co-marketed ads help 68% of consumers to arrive at a buying decision before even speaking to a salesperson.

This shows that brand to brand partnership is an effective means to a high conversion rate. All you need is another brand that aligns with your values and targets the same demographic.

Spotify and Starbucks' co-branding campaign to create a music ecosystem is a perfect example of this. By partnering with Spotify, Starbucks gets to create a new coffee shop experience. Starbucks employees receive new complimentary access to Spotify premium as well as power to control the in-store playlists.

On the other hand, Spotify's artists get a wider audience, and customers get free coffee when they subscribe to Spotify Premium. Overall, it's a win-win situation.

7. Use affiliate marketing software

Building and managing your affiliate marketing campaigns can be overwhelming. This is where affiliate marketing software enters the picture. These platforms can assist you in tracking, overseeing, and even growing your initiatives. Those, in turn, can increase your e-commerce sales and scale your brand-to-brand partnerships.

In choosing software, take these factors into account:

- All-in-one platform
- Seamless integration
- Easy set-up
- Mobile compatibility

8. Build your own affiliate program

You might start out as a merchant in an affiliate network. But if you're ready to expand your business to another level, you might want to consider building your own affiliate program. This would not only grow more traffic to your domain but it would also give you an opportunity to take control of all your transactions, affiliates, and commissions.

organic search optimization

Organic search engine optimization (organic SEO) refers to the methods used to obtain a high placement (or ranking) on a search engine results page in unpaid, algorithm-driven results on a given search engine.

The term "organic" refers to something having the characteristics of an organism. Sites using organic SEO in the truest sense will be much like

organisms, meaning they will grow, expand and adapt over time in response to readers' desires.

Methods such as boosting keywords, backlinking and writing high-quality content can all improve a site's page rank. Black hat SEO methods, such as the use of keyword stuffing and link farming, can also boost organic SEO.

Organic SEO can be achieved by:

- *Optimizing the Web page with relevant content*
- *Spreading links pointing to the content*
- *Incorporating metatags and other types of tag attributes*

Organic SEO methods mainly rely on the relevancy of the content they offer.

Some of the benefits of organic SEO include:

- *Generates more clicks as the organically optimized sites offer relevant content related to the keywords searched*
- *Again, due to the content relevancy, the search engine results will last longer.*
- *Builds greater trust among the users*
- *Very cost-effective when compared to paid listings*

Short questions

1.Explain how to setting up an affiliate website?

Step 1. **Register at the best affiliate network** for your needs.

Step 2. Choose a global brand you want to promote.

Step 3. Generate a **unique affiliate link** to ensure that all the money will go straight to your account.

Step 4. Create exciting content, grow your audience, and **promote your affiliate links online**. You can use social media (Twitter, Facebook, Instagram), your websites, or apps.

Step 5. Get paid once someone uses your link to buy a product, download an app, etc.

2. Give a note on organic search optimization?

ANS: -Organic search engine optimization (organic SEO) refers to the methods used to obtain a high placement (or ranking) on a search engine results page in unpaid, algorithm-driven results on a given search engine.

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