

DELHI SCHOOL OF MANAGEMENT

(DELHI TECHNOLOGICAL UNIVERSITY)



MAJOR PROJECT

**STARTUP IDEA: Design & Development of an AI-POWERED TOOL for better
Digital Marketing Insights**

Submitted By

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Under the Guidance of **Prof. Dr. Rajan Yadav**

Declaration

I, Anuj Tanwar student of the MBA (Executive) 4th Semester 2021-23 batch declare that the project work entitled **“STARTUP IDEA: Design & Development of an AI-POWERED TOOL for better Digital Marketing Insights”** being submitted to Delhi School of Management (DTU), Delhi is an original work is done solely by me and best of my knowledge and has not used, in any other report for the submission in any other educational institute or university.

Anuj Tanwar
2K21/EMBA/07
MBA (Executive)- 4th Semester

Acknowledgement

"It is impossible to create a project report without the help and support of others." This is by no means an exception." At the opening of this report, I would like to express my sincerest gratitude to everyone who has assisted me in this endeavor. I would not have made any progress on the project without their active direction, assistance, cooperation, and encouragement.

I am eternally grateful to **Prof. Dr. Rajan Yadav** for his diligent advice and encouragement in completing this task.

Last but not least, I also express my sincere respect and thanks to who have always been supportive to me, whether directly or indirectly. Any absence in this brief acknowledgement does not imply a lack of appreciation.

Anuj Tanwar
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Certificate

This is to certify that the Major project entitled “**STARTUP IDEA: Design & Development of an AI-POWERED TOOL for better Digital Marketing Insights**” being submitted by Anuj Tanwar to Delhi School of Management (DTU), Delhi for the completion of the requirement as per the university syllabus guidelines is an original Major project work done by him as declared above. He has worked under my supervision and has fulfilled the requirement for the submission of the report, which has reached the requisite standard.

Prof. Dr. Rajan Yadav

Professor

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1. INTRODUCTION

A potential startup idea could be to develop an AI-powered website analysis and market research tool, similar to SEMrush or Ahrefs, with additional features and capabilities.

The tool could use advanced machine learning algorithms to analyse website data, including traffic sources, engagement metrics, and search engine rankings, and provide customized recommendations for improving website performance and search engine optimization.

In addition to website analysis, the tool could incorporate market research capabilities, including competitor analysis, customer sentiment analysis, and trend analysis. The AI-powered tool could provide insights into customer behaviour and preferences, identify emerging trends in the market, and help businesses make data-driven decisions about their marketing strategies.

To generate revenue, the startup could offer subscription plans for businesses and marketing professionals to access the tool and its features. It could also offer customized consulting and training services to help businesses optimize their website and marketing strategies and make the most of the insights gained from the tool.

To differentiate itself from competitors, the startup could focus on providing exceptional customer support and user experience, as well as regularly updating and refining its algorithms and features to ensure the most accurate and relevant analysis and recommendations.

An AI tool like SEMrush or Ahrefs can provide valuable insights and data to businesses and marketing professionals to help them improve their online presence and marketing strategies. Here are some of the key requirements for an AI-powered website analysis and market research tool:

Comprehensive Data Analysis: The tool should be able to analyze a wide range of data related to website performance, search engine rankings, and market trends. This includes data such as website traffic, keyword rankings, backlink profile, and social media engagement.

Accurate and Relevant Insights: The AI tool should provide accurate and relevant insights and recommendations to help businesses make informed decisions about their online presence and marketing strategies. This includes insights related to customer behavior and preferences, competitor analysis, and market trends.

Customizable Reports and Dashboards: The tool should provide customizable reports and dashboards, allowing businesses to track the metrics and KPIs that matter most to their specific goals and objectives. This includes the ability to track and analyze the performance of specific keywords, campaigns, and competitors.

User-Friendly Interface: The tool should have a user-friendly interface that is easy to navigate and understand. It should provide clear and concise data visualizations and explanations to help users interpret the data and insights provided.

Timely and Regular Updates: The AI tool should be regularly updated with the latest data and insights, ensuring that businesses have access to the most up-to-date information and analysis.

Overall, an AI-powered website analysis and market research tool should provide businesses with actionable insights and recommendations to improve their online presence and marketing strategies, helping them stay competitive and relevant in their industry.

For Finance Industry :-

The finance industry in India is a vital part of the country's economy, playing a crucial role in supporting economic growth and development. It encompasses a wide range of financial institutions and services, including banks, non-banking financial companies (NBFCs), insurance companies, and capital markets.

One of the most significant developments in the Indian finance industry in recent years has been the rapid growth of the fintech sector, with many startups leveraging technology to offer innovative financial products and services. This has not only transformed the way consumers access and use financial services but also created new opportunities for financial institutions to expand their offerings and reach new markets.

Another critical development in the Indian finance industry has been the government's efforts to promote financial inclusion, particularly through the Jan Dhan Yojana scheme, which aims to provide banking services to the unbanked and underbanked population. The scheme has been highly successful, with over 400 million bank accounts opened to date.

Despite these positive developments, the Indian finance industry still faces many challenges, including the need to address non-performing assets (NPAs) and improve credit quality, particularly in the banking sector. The industry is also subject to intense regulation and scrutiny, with regulators playing a critical role in ensuring stability and protecting consumers.



Graph-1: Interest Over Time; Source: Google Trend

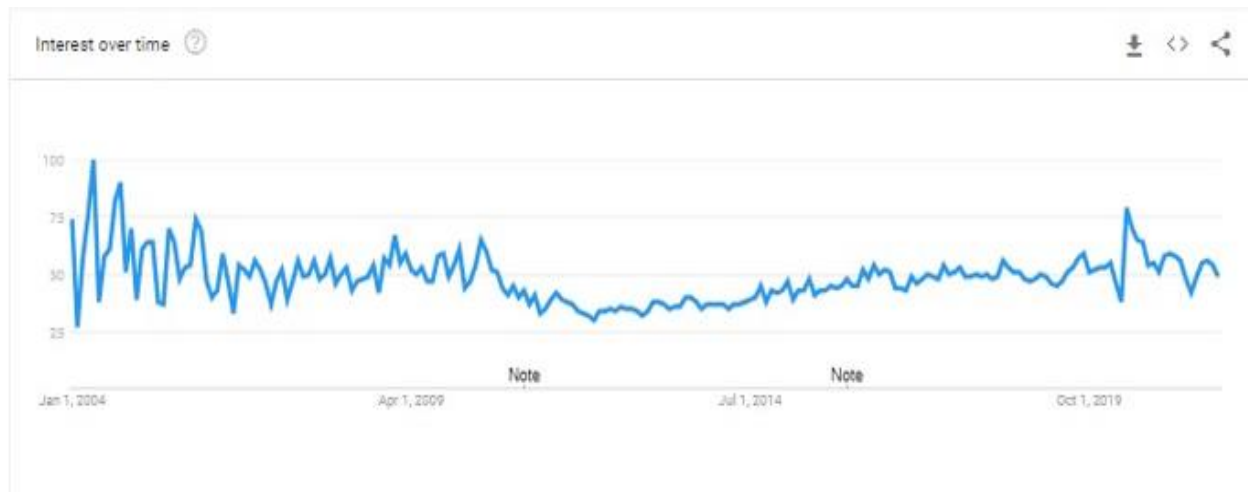
Overall, the Indian finance industry is a dynamic and rapidly evolving sector that offers many opportunities for growth and innovation, while also facing significant challenges and opportunities for improvement.

For Fitness Industry :-

Our current living style and unhealthy food are affecting our health, especially in urban areas where the increasing in pollution level and excess workloads work as a catalyst to degrade our body health.

Here fitness industry enters which motivates the people to maintain a good and healthy lifestyle to live a happy and healthier life. As an old saying 'healthy mind lives in a healthy body'.

With the time more and more people are leaning towards the fitness trend and the fitness industry is growing exponentially. As per the latest research fitness industry is expected to grow with an annual rate of approximately 27% and will touch US\$32 Billion market by 2022.



Graph-2: Interest Over Time; Source: Google Trend

Where the fitness industry is growing, and more and more market players are also entering into the industry competition and trying to impress the customer and wanted to cover as much as market share but due to lack of market knowledge & customer trend information etc. most of the start-ups didn't survive at the initial phase of the business and results to the loss and closure of the business.

Here comes the role of the consultation of the fitness business industry which collects the customer preferences data based on the change of taste due to change in geographically or change of preferences with respect to time and modern trend.

Importance of AI-powered tool for Digital Marketing Insights :-

Similarweb and Semrush are two of the most popular tools for digital marketing insights. They provide a wealth of information about your competitors, including their website traffic, SEO performance, social media activity, and paid advertising campaigns. This information can be used to identify opportunities to improve your own marketing efforts.

Here are some of the key benefits of using Similarweb and Semrush for digital marketing insights:

Competitor analysis: Similarweb and Semrush can help you to identify your competitors and understand their strengths and weaknesses. This information can be used to develop a competitive strategy that will help you to outperform them.

SEO research: Similarweb and Semrush can help you to identify high-traffic keywords that you can target with your SEO efforts. They can also help you to track your SEO progress and identify areas where you can improve.

Social media research: Similarweb and Semrush can help you to track your competitors' social media activity and identify opportunities to engage with their audience. They can also help you to measure the effectiveness of your own social media campaigns.

Paid advertising research: Similarweb and Semrush can help you to track your competitors' paid advertising campaigns and identify opportunities to improve your own campaigns. They can also help you to measure the effectiveness of your paid advertising efforts.

Overall, Similarweb and Semrush are powerful tools that can provide valuable insights into your competitors and your own marketing efforts. If you are serious about digital marketing, then these tools are a must-have.

Here are some additional tips for using Similarweb and Semrush for digital marketing insights:

Use the data to identify opportunities: The data that Similarweb and Semrush provide can be used to identify opportunities to improve your own marketing efforts. For example, if you see that your competitors are ranking well for a certain keyword, you can research that keyword and see if there are any opportunities for you to rank well for it as well.

Track your progress: Similarweb and Semrush can also be used to track your progress over time. This can help you to see how your marketing efforts are performing and identify areas where you can improve.

Use the data to make informed decisions: The data that Similarweb and Semrush provide can be used to make informed decisions about your marketing efforts. For example, if you see that a certain marketing campaign is not performing well, you can use the data to determine why and make changes to the campaign.

By using Similarweb and Semrush effectively, you can gain a competitive advantage and improve your digital marketing results.

Need of AI-powered Tools

AI-powered tools like Semrush, Similarweb, and Ahrefs are becoming increasingly important for digital marketers. These tools use artificial intelligence to analyze large amounts of data and provide insights that would be impossible to obtain manually. This information can be used to improve website traffic, SEO performance, social media engagement, and paid advertising campaigns.

Here are some of the specific benefits of using AI-powered tools for digital marketing:

- Competitor analysis: AI-powered tools can help you to identify your competitors and understand their strengths and weaknesses. This information can be used to develop a competitive strategy that will help you to outperform them.
- SEO research: AI-powered tools can help you to identify high-traffic keywords that you can target with your SEO efforts. They can also help you to track your SEO progress and identify areas where you can improve.

- Social media research: AI-powered tools can help you to track your competitors' social media activity and identify opportunities to engage with their audience. They can also help you to measure the effectiveness of your own social media campaigns.
- Paid advertising research: AI-powered tools can help you to track your competitors' paid advertising campaigns and identify opportunities to improve your own campaigns. They can also help you to measure the effectiveness of your paid advertising efforts.

Overall, AI-powered tools are powerful tools that can provide valuable insights into your competitors and your own marketing efforts. If you are serious about digital marketing, then these tools are a must-have.

Here are some additional tips for using AI-powered tools for digital marketing:

- Use the data to identify opportunities: The data that AI-powered tools provide can be used to identify opportunities to improve your own marketing efforts. For example, if you see that your competitors are ranking well for a certain keyword, you can research that keyword and see if there are any opportunities for you to rank well for it as well.
- Track your progress: AI-powered tools can also be used to track your progress over time. This can help you to see how your marketing efforts are performing and identify areas where you can improve.
- Use the data to make informed decisions: The data that AI-powered tools provide can be used to make informed decisions about your marketing efforts. For example, if you see that a certain marketing campaign is not performing well, you can use the data to determine why and make changes to the campaign.

By using AI-powered tools effectively, you can gain a competitive advantage and improve your digital marketing results.

Here are some specific examples of how AI-powered tools can be used for digital marketing:

- Semrush: Semrush uses AI to analyze website traffic, SEO performance, and social media engagement. This information can be used to identify opportunities to improve your own website and marketing efforts.
- Similarweb: Similarweb uses AI to track your competitors' website traffic, SEO performance, and social media engagement. This information can be used to gain insights into your competitors' strategies and identify opportunities to outperform them.
- Ahrefs: Ahrefs uses AI to analyze backlinks, website traffic, and SEO performance. This information can be used to improve your website's SEO and boost your search engine rankings.

Overall, AI-powered tools are a valuable resource for digital marketers. By using these tools effectively, you can gain a competitive advantage and improve your marketing results.

Benefits of AI-Powered Tools

here are some of the benefits of using AI-powered tools for digital marketing:

- Improved website traffic: AI-powered tools can help you to identify high-traffic keywords that you can target with your SEO efforts. They can also help you to track your SEO progress and identify areas where you can improve. This can lead to an increase in website traffic and more leads and sales.
- Increased SEO performance: AI-powered tools can help you to improve your website's SEO by identifying and fixing any errors. They can also help you to track your SEO progress and identify areas where you can improve. This can lead to an increase in your website's ranking in search engines, which can lead to more traffic and leads.
- Improved social media engagement: AI-powered tools can help you to track your social media activity and identify opportunities to engage with your audience. They can also help you to measure the effectiveness of your social media campaigns. This can lead to an increase in social media engagement, which can lead to more brand awareness and leads.
- Improved paid advertising campaigns: AI-powered tools can help you to track your paid advertising campaigns and identify opportunities to improve them. They can also help you to measure the effectiveness of your paid advertising efforts. This can lead to an increase in the effectiveness of your paid advertising campaigns, which can lead to more leads and sales.
- Increased accuracy: AI-powered tools can help you to improve the accuracy of your marketing campaigns by identifying and targeting your ideal customers. This can lead to a higher return on investment (ROI) for your marketing efforts.
- Reduced costs: AI-powered tools can help you to reduce the costs of your marketing campaigns by automating tasks and streamlining your processes. This can free up your budget to invest in other areas of your business.
- Improved scalability: AI-powered tools can help you to scale your marketing campaigns as your business grows. This can help you to reach a wider audience and generate more leads and sales.

Overall, AI-powered tools can help you to improve your website traffic, SEO performance, social media engagement, and paid advertising campaigns. This can lead to an increase in leads and sales, which can help you to grow your business.

Here are some additional benefits of using AI-powered tools for digital marketing:

- Automated tasks: AI-powered tools can automate many of the tasks involved in digital marketing, such as keyword research, content creation, and social media posting. This can free up your time so that you can focus on other aspects of your business.
- Improved decision-making: AI-powered tools can provide you with insights that would be difficult or impossible to obtain manually. This information can help you to make better decisions about your marketing campaigns.
- Increased efficiency: AI-powered tools can help you to streamline your marketing processes and make them more efficient. This can save you time and money.

- Improved customer experience: AI-powered tools can help you to provide a better customer experience by personalizing your marketing messages and interactions. This can lead to increased customer satisfaction and loyalty.
- Increased accuracy: AI-powered tools can help you to improve the accuracy of your marketing campaigns by identifying and targeting your ideal customers. This can lead to a higher return on investment (ROI) for your marketing efforts.
- Reduced costs: AI-powered tools can help you to reduce the costs of your marketing campaigns by automating tasks and streamlining your processes. This can free up your budget to invest in other areas of your business.
- Improved scalability: AI-powered tools can help you to scale your marketing campaigns as your business grows. This can help you to reach a wider audience and generate more leads and sales.

Overall, AI-powered tools can provide a number of benefits for digital marketers. By using these tools effectively, you can improve your website traffic, SEO performance, social media engagement, paid advertising campaigns, and customer experience. This can lead to an increase in leads and sales, which can help you to grow your business.

2. WEBANALYSIS

Webanalysis is a market intelligence platform that provides businesses and marketing professionals with insights into their online presence and digital marketing efforts. The platform offers a range of tools and features to help users analyze and benchmark their website traffic, engagement metrics, and online advertising performance against competitors and industry benchmarks.

Webanalysis uses a range of data sources, including website data, mobile app data, and offline data, to provide a comprehensive view of a company's online presence. It also provides insights into customer behavior and preferences, allowing businesses to make data-driven decisions about their online marketing strategies.

The platform offers a range of features, including website analytics, competitive analysis, audience insights, and digital marketing intelligence. These features enable businesses to monitor their online performance, track key metrics and KPIs, identify areas for improvement, and optimize their marketing strategies.

Webanalysis's customers include leading brands and companies across a range of industries, including e-commerce, media, finance, and technology. The platform is used by businesses and marketing professionals to improve their online presence, drive traffic to their websites, and increase customer engagement and conversions.

Overall, Webanalysis is a valuable tool for businesses and marketing professionals looking to gain insights into their online presence and digital marketing efforts, benchmark their performance against competitors, and make data-driven decisions to improve their marketing strategies.

Webanalysis's market intelligence platform is structured around four main areas of focus:

1. Website Analytics: Webanalysis provides users with detailed analytics and insights into their website performance, including traffic sources, engagement metrics, and conversion rates. Users can track key metrics such as pageviews, bounce rates, and average session duration, and gain insights into visitor behavior and preferences..

2. Competitive Analysis: Webanalysis's platform allows users to benchmark their website performance against competitors and industry benchmarks. Users can compare traffic sources, engagement metrics, and search engine rankings with those of their competitors, and gain insights into their competitors' online marketing strategies.

3. Audience Insights: Webanalysis provides detailed insights into audience demographics, interests, and behavior. Users can gain insights into their audience's preferences and habits, and use this information to create targeted marketing campaigns and improve their customer experience..

4. Digital Marketing Intelligence: Webanalysis provides users with insights into their digital marketing performance, including online advertising campaigns, social media marketing, and email marketing. Users can track key metrics such as ad impressions, click-through rates, and conversion rates, and gain insights into the effectiveness of their marketing strategies.

Overall, Webanalysis's platform is designed to provide businesses and marketing professionals with a comprehensive view of their online presence and digital marketing efforts. The platform's structure allows users to gain insights into website performance, competitor analysis, audience behavior, and digital marketing performance, helping them make data-driven decisions to improve their online presence and marketing strategies.

S.no	Segments
1	Overview
1.1	Website Performance
1.2	Similar Sites
2	Traffic
2.1	Traffic and Engagement
2.2	New vs Returing
2.3	Marketing Channels
3	Audience
3.1	Geography
3.2	Demographics
3.3	Audience Interests
3.4	Audience Overlap
4	Search
4.1	Overview
4.2	Keywords
4.3	Keyword Phrases
4.4	Ranking Distribution
4.5	Organic Pages
4.6	Organic Competitors
5	Paid Seach
5.1	Overview
5.2	Paid Landing Pages
5.3	Search Ads
5.4	Product Ads
5.5	Paid Competitors
6	Referal
6.1	Incoming Traffic
6.2	Outgoing Taffic
6.3	Display
6.4	Overview
6.5	Publishers
6.6	Ad Network
6.7	Creatives
6.8	Videos
7	Social
7.1	Overview

8	Monetization
8.1	Advertisers
8.2	Ad Networks
9	Website Structure
9.1	Website Technologies
9.2	Subdomains
10	Market Research
10.1	Product and Services
10.2	Location
10.3	Compare
10.4	Sentiment Analysis

For Website Structure our approach : Website technologies parameters are the technologies that a website uses to operate and display content. These parameters can include:

Content Management System (CMS): A CMS is a software application that allows users to create, manage, and publish digital content. Popular CMSs include WordPress, Drupal, and Joomla.

Server: The server is the computer hardware that hosts the website and delivers content to users. Common server software includes Apache, Nginx, and Microsoft IIS.

Programming Languages: Programming languages are used to build the website's code and functionality. Common programming languages include HTML, CSS, JavaScript, PHP, and Python.

Frameworks and Libraries: Frameworks and libraries are pre-written code that developers can use to speed up the development process. Popular frameworks and libraries include React, Angular, and jQuery.

Hosting: Hosting is the service that provides storage and access to a website's files and content. Common hosting providers include Bluehost, HostGator, and SiteGround.

Analytics: Analytics tools are used to measure and analyze website traffic and user behavior. Popular analytics tools include Google Analytics and Adobe Analytics.

Security: Security measures are used to protect the website and its users from cyber threats. These measures can include SSL certificates, firewalls, and malware scanners.

E-commerce: E-commerce technologies are used to enable online transactions, such as shopping carts, payment gateways, and inventory management systems.

Overall, understanding a website's technologies parameters can provide valuable insights into how the website operates and its capabilities. It can also help businesses and website owners identify opportunities to improve performance, security, and user experience.

S.no	Technology	1	2	Industry	Sub-Industry	Free	Paid
1	Bing Advertiser			Advertising	Advertisers		Yes
2	Bing Universal Advertiser			Advertising	Advertisers		Yes
3	DoubleClick Advertiser			Advertising	Advertisers		Yes
4	Facebook Advertiser			Advertising	Advertisers		Yes
5	Google Ads Advertiser			Advertising	Advertisers		Yes

6	Taboola Advertiser		Advertising	Advertisers		Yes
7	Twitter Advertiser		Advertising	Advertisers		Yes
8	Adobe Media Optimizer		Advertising	Advertising		Yes
9	Demdex		Advertising	Advertising		Yes
10	PubMatic		Advertising	Advertising	Yes	
11	Twitter Advertising		Advertising	Advertising	Yes	
12	HasOffers		Advertising	Affiliate Marketing	Yes	
13	MGID		Advertising	Content Suggestion	Yes	
14	Taboola		Advertising	Content Suggestion	Yes	Yes
15	DoubleClick		Advertising	Publisher Ad Server	Yes	
16	Facebook Custom Audiences		Advertising	Retargeting	Yes	
17	Vizury		Advertising	Retargeting	Yes	
18	Vimeo		Audio Video Media	Audio Video Media	Yes	Yes
19	YouTube		Audio Video Media	Audio Video Media	Yes	
20	RSS		Blog	Blogging Standards	Yes	
21	Akamai		Content Delivery Network	Content Delivery Network		Yes
22	Akamai Edge		Content Delivery Network	Content Delivery Network		Yes
23	Amazon CloudFront		Content Delivery Network	Content Delivery Network		Yes
24	CloudFlare		Content Delivery Network	Content Delivery Network	Yes	Yes
25	Adobe Experience Manager		Content Management System	Content Management System		Yes
26	Drupal		Content Management System	Content Management System	Yes	
27	Sitfinity		Content Management System	Content Management System	Yes	Yes
28	New Relic		Conversion & Analytics	Application Performance	Yes	Yes
29	Adobe Visitor API		Conversion & Analytics	Conversion & Analytics		Yes
30	Branch Metrics		Conversion & Analytics	Conversion & Analytics	Yes	Yes
31	CleverTap		Conversion & Analytics	Conversion & Analytics	Yes	Yes
32	DoubleClick Floodlight		Conversion & Analytics	Conversion & Analytics	Yes	
33	Facebook Domain Insights		Conversion & Analytics	Conversion & Analytics	Yes	

34	Google Analytics			Conversion & Analytics	Conversion & Analytics	Yes	Yes
35	Omniure			Conversion & Analytics	Conversion & Analytics		Yes
36	Peer39			Conversion & Analytics	Conversion & Analytics		Yes
37	Piwik			Conversion & Analytics	Conversion & Analytics	Yes	Yes
38	Adobe Audience Manager			Conversion & Analytics	Data Management Platform		Yes
39	Crazy Egg			Conversion & Analytics	Heatmaps and Session Recording	Yes	Yes
40	Content Security Policy			Document Standard	Document Standard	Yes	
41	FAQ Page			Document Standard	Document Standard	Yes	
42	HTML5 DocType			Document Standard	Document Standard	Yes	
43	HTTPS			Document Standard	Document Standard	Yes	
44	P3P Policy			Document Standard	Document Standard	Yes	
45	X-UA-Compatible			Document Standard	Document Standard	Yes	
46	UTF-8			Document Standard	Encoding	Yes	
47	Font Awesome			Document Standard	Fonts	Yes	
48	Google Web Fonts			Document Standard	Fonts	Yes	
49	HTML5 Audio Tag			Document Standard	HTML Tags	Yes	
50	HTML5 SVG Tag			Document Standard	HTML Tags	Yes	
51	HTML5 Video Tag			Document Standard	HTML Tags	Yes	
52	Canonical Tag			Document Standard	Meta Tags	Yes	
53	Favicon Tag			Document Standard	Meta Tags	Yes	
54	Meta Description			Document Standard	Meta Tags	Yes	
55	Meta format-detection			Document Standard	Meta Tags	Yes	
56	Meta Google Site Verification			Document Standard	Meta Tags	Yes	

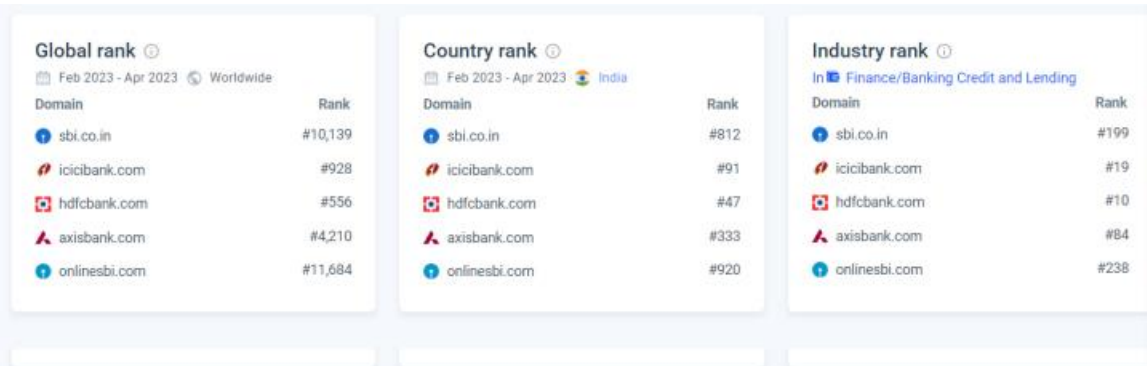
57	Meta http-equiv			Document Standard	Meta Tags	Yes	
58	Meta Keywords			Document Standard	Meta Tags	Yes	
59	Meta Rel Home			Document Standard	Meta Tags	Yes	
60	Meta Robot			Document Standard	Meta Tags	Yes	
61	Theme Color Tag			Document Standard	Meta Tags	Yes	
62	Open Graph Protocol			Document Standard	Open Graph Tags	Yes	
63	OpenGraph Description Entity			Document Standard	Open Graph Tags	Yes	
64	OpenGraph Image Entity			Document Standard	Open Graph Tags	Yes	
65	OpenGraph Site Name Entity			Document Standard	Open Graph Tags	Yes	
66	OpenGraph Type Entity			Document Standard	Open Graph Tags	Yes	
67	OpenGraph Url Entity			Document Standard	Open Graph Tags	Yes	
68	SearchAction Schema Entity			Document Standard	Schema	Yes	
69	Article Schema			Document Standard	Schema	Yes	
70	Breadcrumb Schema			Document Standard	Schema	Yes	
71	Event Schema			Document Standard	Schema	Yes	
72	FAQ Page Schema			Document Standard	Schema	Yes	
73	How-to Schema			Document Standard	Schema	Yes	
74	Job posting Schema			Document Standard	Schema	Yes	
75	Local Business Schema			Document Standard	Schema	Yes	
76	Organization Schema			Document Standard	Schema	Yes	
77	Person Schema			Document Standard	Schema	Yes	
78	Product Schema			Document Standard	Schema	Yes	
79	Recipe Schema			Document Standard	Schema	Yes	

80	Video Schema		Document Standard	Schema	Yes	
81	Website Schema		Document Standard	Schema	Yes	
82	UPS		ECommerce	Shipping		Yes
83	Microsoft Exchange Online		Email Services	Email Hosting Provider		Yes
84	Amazon SES		Email Services	Transactional Emails	Yes	Yes
85	Amazon		Information Technology	Information Technology	Yes	Yes
86	Facebook		Information Technology	Information Technology	Yes	
87	Google		Information Technology	Information Technology	Yes	Yes
88	Google Charts		JavaScript	Charting	Yes	
89	Angular JS		JavaScript	JavaScript	Yes	
90	Bootstrap		JavaScript	JavaScript	Yes	
91	D3 JS		JavaScript	JavaScript	Yes	
92	jQuery		JavaScript	JavaScript	Yes	
93	jQuery UI		JavaScript	JavaScript	Yes	
94	Modernizr		JavaScript	JavaScript	Yes	
95	Moment JS		JavaScript	JavaScript	Yes	
96	Mustache JS		JavaScript	JavaScript	Yes	
97	Require JS		JavaScript	JavaScript	Yes	
98	Slick		JavaScript	JavaScript	Yes	
99	Adobe Dynamic Tag Management		JavaScript	Tag Management	Yes	Yes
100	Google Tag Manager		JavaScript	Tag Management	Yes	
101	Adobe Marketing Cloud		Marketing	Marketing		Yes
102	Google Marketing Platform		Marketing	Marketing		Yes
103	Lemnisk		Marketing	Marketing		Yes
104	Eloqua		Marketing	Marketing Automation		Yes
105	Netcore		Marketing	Marketing Automation		Yes
106	AMP		Mobile	Mobile	Yes	
107	Apple iTunes App Meta		Mobile	Mobile	Yes	
108	Apple Mobile Tags		Mobile	Mobile	Yes	
109	Meta Mobile Web App Capable		Mobile	Mobile	Yes	
110	Meta Viewport		Mobile	Mobile	Yes	
111	Samsung pay		Mobile	Mobile	Yes	Yes
112	Multilingual Support		Multilingual	Multilingual	Yes	
113	Google API		Other	Other	Yes	Yes

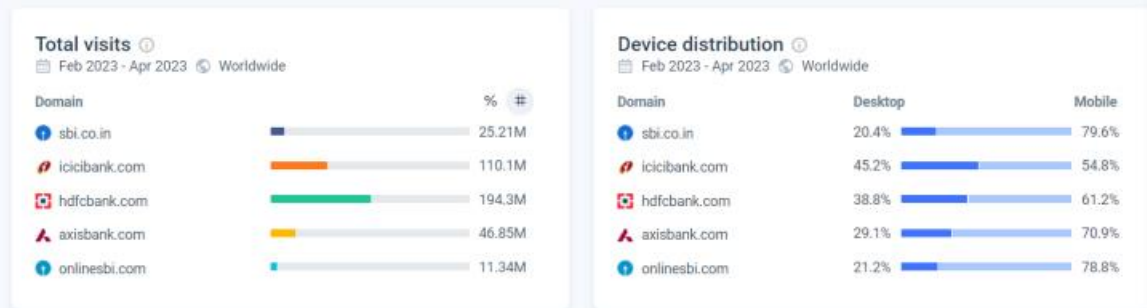
114	Cart Functionality			Payment & Currencies	Payment & Currencies	Yes	Yes
115	American Express			Payment & Currencies	Payment Acceptance		Yes
116	Diners Club			Payment & Currencies	Payment Acceptance		Yes
117	iDEAL			Payment & Currencies	Payment Acceptance		Yes
118	Maestro			Payment & Currencies	Payment Acceptance		Yes
119	MasterCard			Payment & Currencies	Payment Acceptance		Yes
120	Visa			Payment & Currencies	Payment Acceptance		Yes
121	United States Dollar			Payment & Currencies	Payment Currency	Yes	
122	Apple Pay			Payment & Currencies	Payment Methods		Yes
123	BillDesk			Payment & Currencies	Payment Methods		Yes
124	Docomo Payment			Payment & Currencies	Payment Methods		Yes
125	Google Pay			Payment & Currencies	Payment Methods		Yes
126	Paytm			Payment & Currencies	Payment Methods		Yes
127	QuickPay			Payment & Currencies	Payment Methods	Yes	
128	Rupay			Payment & Currencies	Payment Methods		Yes
129	Cookie Consent			Privacy	Privacy	Yes	
130	NotifyVisitors			Push Notifications	Push Notifications	Yes	Yes
131	Amazon Elastic Load Balancing			Server	Cloud PaaS		Yes
132	Enyo			Server	Framework	Yes	
133	Express			Server	Framework	Yes	
134	Java			Server	Framework	Yes	
135	NodeJs			Server	Framework	Yes	
136	PHP			Server	Framework	Yes	
137	Akamai DNS			Server	Nameserver		Yes
138	Amazon Route 53			Server	Nameserver		Yes
139	GoDaddy Nameserver			Server	Nameserver		Yes
140	Akamai Hosting			Server	Web Hosting	Yes	
141	Amazon Hosting			Server	Web Hosting		Yes
142	Amazon Hosting Asia Pacific (Mumbai)			Server	Web Hosting		Yes

143	Amazon Hosting Asia Pacific (Singapore)		Server	Web Hosting		Yes
144	Amazon Hosting Global Region		Server	Web Hosting		Yes
145	Apache		Server	Web Server	Yes	
146	Apache Tomcat		Server	Web Server	Yes	
147	Apache Tomcat Coyote		Server	Web Server	Yes	
148	Citrix NetScaler		Server	Web Server	Yes	Yes
149	nginx		Server	Web Server	Yes	
150	Physical Store		Site Features	Site Features		Yes
151	AddToAny		Social	Social	Yes	
152	Facebook Connect		Social	Social	Yes	
153	Facebook Like Button		Social	Social	Yes	
154	Facebook Social Graph		Social	Social	Yes	
155	Facebook Social Plugins		Social	Social	Yes	
156	Instagram		Social	Social	Yes	
157	Instagram Links		Social	Social	Yes	
158	Twitter		Social	Social	Yes	
159	Twitter Button		Social	Social	Yes	
160	General Captcha		Widget	Captcha	Yes	
161	reCAPTCHA		Widget	Captcha	Yes	
162	Google Maps		Widget	Mapping	Yes	
163	Adobe Dynamic mBox		Widget	Widget		Yes
164	Lockerz Share		Widget	Widget	Yes	

Demo and Screenshots :-



Traffic & Engagement



Metric	sbi.co.in	icicibank.com	hdfcbank.com	axisbank.com	onlinesbi.com
Monthly visits	8.405M	36.70M	64.79M	15.61M	3.782M
Monthly unique visitors	N/A	N/A	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A	N/A	N/A
Visit duration	00:03:00	00:07:58	00:05:51	00:03:26	00:06:53
Pages per visit	2.61	8.22	5.82	2.99	5.58
Bounce rate	54.86%	22.86%	25.56%	45.39%	22.87%

Geography

Top countries

Feb 2023 - Apr 2023 All traffic



Country	Traffic Share	Group traffic share split
India	93.47%	27.5% 50.7% 12.2%
United States	2.30%	49.6% 38.5%
United Arab Emirates	0.58%	34.5% 44.3% 13.3%
United Kingdom	0.46%	46.3% 39.1%
Canada	0.34%	44.4% 40.1%

[See more countries](#)

Marketing Channels

Channels overview

Feb 2023 - Apr 2023 Worldwide All traffic

sbi.co.in
 icicibank.com
 hdfcbank.com
 axisbank.com
 onlinesbi.com
 25.15M 109.8M 194.2M 46.74M 11.22M



[See full overview](#)

Organic Search

sbi.co.in is in the lead with 57.31% organic search

Top organic search terms

Feb 2023 - Apr 2023 Worldwide Desktop

sbi.co.in
 icicibank.com
 hdfcbank.com
 axisbank.com
 onlinesbi.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
hdfc netbanking	17.59%	99.9%	5,388,290	\$0.85
hdfc	5.00%	99.9%	1,119,400	\$0.28
icici net banking	3.57%	100%	611,580	\$0.32

Website Technologies ⓘ

[Read a Guide](#)

All tech categories ▾

All subdomains (11) ▾

Search

Technology (99)						Industry	Sub - Industry	Free	Paid
Facebook Advertiser				✓		Advertising	Advertisers		✓
Ads Txt					✓	Advertising	Advertising	✓	
PubMatic		✓				Advertising	Advertising	✓	
DoubleClick		✓	✓			Advertising	Publisher Ad Server	✓	
Google AdSense					✓	Advertising	Publisher Ad Server	✓	
Facebook Custom Audiences				✓		Advertising	Retargeting	✓	
YouTube				✓		Audio Video Media	Audio Video Media	✓	
RSS			✓	✓		Blog	Blogging Standards	✓	
Amazon CloudFront		✓				Content Delivery Network	Content Delivery Ne...		✓
CloudFlare		✓		✓	✓	Content Delivery Network	Content Delivery Ne...	✓	✓
jsDelivr					✓	Content Delivery Network	Content Delivery Ne...	✓	
Adobe Visitor API		✓				Conversion & Analytics	Conversion & Analy...		✓
Google Analytics	✓	✓	✓	✓	✓	Conversion & Analytics	Conversion & Analy...	✓	✓
Omniture		✓				Conversion & Analytics	Conversion & Analy...		✓
Adobe Audience Manager		✓				Conversion & Analytics	Data Management ...		✓
Adobe Flash Embed			✓			Document Standard	Document Standard	✓	
Content Security Policy	✓	✓			✓	Document Standard	Document Standard	✓	
FAQ Page		✓				Document Standard	Document Standard	✓	
HTML5 Doctype	✓	✓	✓	✓	✓	Document Standard	Document Standard	✓	
HTTPS	✓	✓	✓	✓	✓	Document Standard	Document Standard	✓	
P3P Policy		✓	✓			Document Standard	Document Standard	✓	
X-UA-Compatible		✓	✓	✓	✓	Document Standard	Document Standard	✓	
UTF-8	✓	✓	✓	✓	✓	Document Standard	Encoding	✓	
Font Awesome			✓		✓	Document Standard	Fonts	✓	
Google Web Fonts				✓	✓	Document Standard	Fonts	✓	

	OpenGraph Image Secure Url ...			✓	Document Standard	Open Graph Tags	✓
	OpenGraph Site Name Entity	✓			Document Standard	Open Graph Tags	✓
	OpenGraph Type Entity	✓			Document Standard	Open Graph Tags	✓
	OpenGraph Url Entity	✓		✓	Document Standard	Open Graph Tags	✓
	UPS		✓		ECommerce	Shipping	✓
	Microsoft Exchange Online	✓			Email Services	Email Hosting Provi...	✓
	Amazon	✓			Information Technology	Information Techno...	✓ ✓
	Facebook			✓	Information Technology	Information Techno...	✓
	Google	✓	✓	✓	Information Technology	Information Techno...	✓ ✓
	Angular JS	✓			JavaScript	JavaScript	✓
	Bootstrap		✓	✓	JavaScript	JavaScript	✓
	Foundation				JavaScript	JavaScript	✓
	jQuery	✓	✓	✓	JavaScript	JavaScript	✓
	jQuery UI	✓		✓	JavaScript	JavaScript	✓
	Moment JS				JavaScript	JavaScript	✓
	MooTools		✓		JavaScript	JavaScript	✓
	Mustache JS	✓			JavaScript	JavaScript	✓
	Require JS	✓			JavaScript	JavaScript	✓
	Slick			✓	JavaScript	JavaScript	✓
	Adobe Dynamic Tag Manage...	✓			JavaScript	Tag Management	✓ ✓
	Google Tag Manager	✓	✓	✓	JavaScript	Tag Management	✓
	Adobe Marketing Cloud	✓			Marketing	Marketing	✓
	Google Marketing Platform	✓	✓	✓	Marketing	Marketing	✓
	AMP	✓			Mobile	Mobile	✓
	Apple iTunes App Meta	✓			Mobile	Mobile	✓
	Apple Mobile Tags	✓			Mobile	Mobile	✓
	Meta Viewport	✓	✓	✓	Mobile	Mobile	✓
	Multilingual Support	✓			Multilingual	Multilingual	✓
	Google API			✓	Other	Other	✓ ✓
	Diners Club	✓			Payment & Currencies	Payment Acceptan...	✓
	iDEAL	✓			Payment & Currencies	Payment Acceptan...	✓
	Maestro	✓			Payment & Currencies	Payment Acceptan...	✓

Referrals

axisbank.com is in the lead with 25.76% referrals traffic

Top referring websites

Feb 2023 - Apr 2023 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
pay.amazon.in	Banking Credit and Lending	16.70%	84.8% 11.9%
billdesk.com	Financial Planning and Management	10.77%	48.0% 49.6% 10.4%
tpsl-india.in	Banking Credit and Lending	6.20%	42.3% 34.5% 23.1%
irctc.co.in	Travel and Tourism	5.11%	15.1% 84.9%
Upgrade your Account	Sports Betting	4.49%	100%

See more referrals

Ad Monetization

Top ad destinations

Feb 2023 - Apr 2023 Worldwide Desktop

Domain	Traffic share	Group Traffic Share Split
ww55.affinity.net	65.96%	99.8%
marksandspencer.in	8.32%	100%
firstcry.com	3.95%	100%
myntra.com	2.99%	95.6%
apple.com	2.33%	100%

See more outgoing ads

Social

icicibank.com is in the lead with <1% social traffic

Social traffic

Feb 2023 - Apr 2023 Worldwide Desktop

sbi.co.in icicibank.com hdfcbank.com axisbank.com onlinesbi.com



Cross-browsing behaviors ⓘ

		Also visited				
		sbi.co.in	icicibank.c...	hdfcbank.c...	axisbank.c...	onlinesbi.c...
Visitors to	sbi.co.in		5.83%	7.58%	3.83%	3.06%
	icicibank.c...	1.00%		5.58%	2.95%	0.24%
	hdfcbank.c...	0.81%	4.46%		2.58%	0.23%
	axisbank.c...	1.52%	5.86%	7.24%		0.39%
	onlinesbi.c...	4.85%	2.20%	2.76%	1.72%	

Cross-browsing behaviors over time ⓘ

Visitors of sbi.co.in Also visited icicibank.com



Browsing habits of visitors to sbi.co.in 📄

sbi.co.in ▼ All Industries ▼



Topics Distribution 📄



Search...



	Domain (1,958)	Industry	Global Rank	Relevance Score ↓	Cross-Visitation	PoP change	AdSense
1	bankbazaar.com	Finance > Banking Credit and Lending	#5,213	100 ▬	8.42%	-	-
2	paisabazaar.com	Finance > Finance - Other	#4,416	99 ▬	5.78%	-	-
3	sbicard.com	Finance > Banking Credit and Lending	#3,780	90 ▬	4.28%	-	-
4	hdfcbank.com	Finance > Banking Credit and Lending	#556	87 ▬	7.58%	-	-
5	groww.in	Finance > Investing	#3,119	86 ▬	4.81%	-	-

Custom-Made Plan for your Business We are a close-knit team of passionate individuals helping business to unlock their greatest potential which lies in their digital presence. We make sure that we leave no stone unturned for the success of your business. Try us to know us!

Build an Effective Digital Strategy

Close

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Our Creative Team Hanu Dutt Sharma Co-Founder

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anuj@digitalpayback.com Nitin Sagar Chief Financial Officer (CFO) Ex Jana Bank | IIM | DCE

nitin@digitalpayback.com Abhishek Tiwari Founder Ex Mahindra | GraDark | DCE

abhishek@digitalpayback.com Our Achievements

46 Completed projects

16 Professional Workers

322 Hours of Work

412 Satisfied Clients

Our Amazing Partners

Previous
Next
What Our Clients Say
David Tate
They immediately doubled, if not tripled, our return on ad spend soon after the engagement started.
California J.C.
John Smith
Excellent communicator and writer. I only ended this contract because the project shifted direction. Will definitely rehire in the future and recommend wholeheartedly in the meantime.
Boston Adv.
Sophia Neal
They are an old school SEO expert, so they has a lot of knowledge of things that today's SEO experts don't really under...
Washington Colors
Amanda Adams
They are truely professional. Very talented and great with communication. I would definitely recommend them for Video Creative and Editing work!
New York Seo Agency
Business News
IMPORTANT TIPS TO SOCIAL MEDIA CAMPAIGN
How do you start a social media social media campaign? There are multitude social media channels out there, which ones best suits you?
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Effects Of HTTPS On SEO and Why You Should Need It
As per the study of Moz on findings on HTTPS: 30% of page-1 Google results that they studied were secure in that they were using HTTPS.
Read More
16 Rules Of Social Media Marketing
The 16 rules of SMO, according to one source, are as follows:
Read More
Thanks for filling out the form!
Get In Touch
SEND
By continuing you agree to our Terms of Service and Privacy Policy.

"influencer-marketing.html",
"Lead-generation-service.html",
"Contact-Us.html",
"About-us.html",
"Complete-Digital-Marketing-Guides.html",
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  "https://www.youtube.com/c/digitalpayback",
  "https://www.instagram.com/digitalpayback/"
```


content to "travel" via sharing

05. Encourage the mashup, where users are allowed to remix content

06. Be a user resource, even if it doesn't help you (e.g., provide resources and information for users)

07. Reward helpful and valuable users

08. Participate (join the online conversation)

09. Know how to target your audience

10. Create new, quality content ("web scraping" of existing online content is ignored by good search engines)

11. Be "real" in the tone and style of the posts

12. Don't forget your roots; be humble

13. Don't be afraid to experiment, innovate, try new things and "stay fresh"

14. Develop an SMO strategy

15. Choose your SMO tactics wisely

16. Make SMO a key part of your marketing process and develop company best practices

The Social Media Strategy may consider:

1. Objectives e.g. creating brand awareness and using social media for external communications.
2. Listening e.g. monitoring conversations relating to customers and business objectives.
3. Audience e.g. finding out who the customers are, what they do, who they are influenced by, and what they frequently talk about. It is important to work out what customers want in exchange for their online engagement and attention.
4. Participation and content e.g. establishing a presence and community online and engaging with users by sharing useful and interesting information.
5. Measurement e.g. keeping a record of likes and comments on posts, and a number of sales to monitor growth and determine which tactics are most useful in optimizing social media.

FACEBOOK COMMENTS WILL BE SHOWN ONLY WHEN YOUR SITE IS ONLINE

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Founded in 2018 by Ashok Kumar, Digital PayBack has come a long way from its beginnings in New Delhi. When Ashok Kumar first started out, his passion for MORE THAN JUST BUSINESS - DIGITAL STRATEGY CONSULTING + AGENCY SERVICES drove them to do tons of research, etc. so that Digital PayBack can offer you From SEO to Online PR, we deliver ROI- data driven marketing campaigns that target and convert your key customers. We now serve customers all over the world, and are thrilled that we're able to turn our passion into our own website.

We hope you enjoy our products as much as we enjoy offering them to you. If you have any questions or comments, please don't hesitate to contact us.

Sincerely,
 Ashok Kumar

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 Paid Advertising Tools\n
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 Facebook Ads Manager\n

LinkedIn Campaign Manager

Twitter Ads Manager

Email Marketing Tools

Chimp

Aweber

Vertical Response

Competitor Website Analysis Tools

MOZ

Alexa

SpyFu

Social Media Marketing Tools

Canva

Crelllo

Pik to Chart

Animoto

Pic Monkey

Buzzsumo

Word ai

Skillshare

Other Tools

Lynda.com

Quetext

Introduction to Digital Marketing Growth

Start Here: How Our SEO Agency Creates Business

What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing, Influencer Marketing, Paid Advertising, and many more. When you get down to it, digital marketing is simply marketing. It's how today's businesses are getting their message in front of their best prospects and customers. Rule #1 in marketing is to make the right offer at the right time and in the right place. Today, your customers are online: hanging out in social media, staying updated on news sites and blogs, and searching online when they have a need. Digital marketing puts you in those same channels, so your best prospects can see you, learn more about you, and even ask questions to learn more about you and your products or services. If you're new to digital marketing, it may feel overwhelming to think about mastering all the online marketing tactics used in digital marketing. And yes, there are different tactics you'll need to learn. But they all work together to create a foundation for your business: attracting prospects, nurturing relationships, and making offers your audience will appreciate and respond to. Let's take a closer look at how that happens.

How

Does Digital Marketing Work?

In many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers. But digital marketing has replaced most traditional marketing tactics because it's designed to reach today's consumers. As an example... Think about the last important purchase you made. Perhaps you purchased a home, hired someone to fix your roof, or changed paper suppliers at your office. Regardless of what it was, you probably began by searching the Internet to learn more about available solutions, who provided them, and what your best options were. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted, and the solutions, features, and pricing you researched. Most purchasing decisions begin online. That being the case, an online presence is absolutely necessary—regardless of what you sell. The key is to develop a digital marketing strategy that puts you in all the places your followers are already hanging out, then using a variety of digital channels to connect with them in a multitude of ways :-

1. Content to keep them updated with industry news, the problems they're facing, and how you solve those problems.
2. Social media to share that content and then engage with them as friends and followers.
3. Search engine optimization (SEO) to optimize your content, so it will show up when someone is searching for the information you've written about.
4. Advertising to drive paid traffic to your website, where people can see your offers.
5. And email marketing to follow up with your audience to be sure they continue to get the solutions they're looking for.

When you put all these pieces together, you'll end up with an efficient, easy-to-operate digital marketing machine. And while it looks intimidating to build that machine from scratch, it's as simple as learning and integrating one digital marketing tactic at a time. Which is why we've put together this guide: To help you build or refine your own digital marketing plan without the false starts and missteps that come with doing it alone.

What Are the Benefits of Digital Marketing?

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

The benefits of digital marketing include:

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you,

the more you can refine your customer profile and market effectively to them. Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with. Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Together, all of these aspects of digital marketing have the potential to add up to more sales. Having a strong digital presence will help you in multiple ways:

- It will make it easier to create awareness and engagement both before and after the sale
- It will help you convert new buyers into rabid fans who buy more (and more often)
- It will kickstart word-of-mouth and social sharing—and all the benefits that come with them
- It will shorten the buyer’s journey by presenting the right offers at the right time

Learn the Strategies That Get Real Results

Be aware, the

digital marketing scene is ever changing. Gurus, podcasts, and bloggers declare a tool or tactic hot one week and dead the next. The truth is, digital marketing is less about “digital” and more about “marketing,” largely because digital marketing has come of age. Its fundamentals have already been established. At Digital Payback, our objective is to clear the confusion about the tactics that work and how to use them to grow your business. We stand firmly against the so-called “gurus” who promote the next “shiny object” or “quick fix” that will reportedly kill email marketing, digital advertising, or search engine optimization. Here, we’re all about the fundamentals. As you’ll see in this guide, these 10 core disciplines of digital marketing will be critical to your business growth today, tomorrow, and for years to come. Each of these disciplines will be covered in depth in this Ultimate Guide to Digital Marketing as shown below.

About
The Definitive Guide to Digital Marketing
Digital marketing isn’t magic, and

you don’t need to be a computer whiz to be good at it. If you offer a product or service that the market desires, you can successfully market them in digital channels using the strategies taught in this guide. The Definitive guide to Digital Marketing doesn’t present hype about the latest flashy tactics in marketing—digital or otherwise. Instead, this resource covers foundational disciplines such as content marketing, social media marketing, and email marketing, always in the context of the goals that businesses care about. These goals include acquiring new leads and customers, monetizing the leads and customers you already have, and creating communities of brand advocates and promoters.

What You'll Learn

In each chapter, we'll cover 4 key aspects of the strategy being discussed:

- The Methods: the strategies and processes you'll use to create your plan and execute it in your own business. This is the bulk of each chapter—because in digital marketing, how you execute a strategy is key. And in this Guide, we share the exact methods we use here at Digital PayBack.
- The Metrics: the numbers you'll watch to measure your success and identify areas that need tweaking (or are worth doubling down on).
- The Lingo: the terminology used by experts, so you can communicate intelligently (even if you don't consider yourself a pro).
- The Roles: the people in your organization who will likely have responsibility for planning and running each digital marketing tactic.

We've organized this Guide in a logical progression. Though you can jump around, learning the tactics in whatever order you feel you need them, we recommend you read through the chapters in order. Take your time. Read and study one chapter at a time. Apply what you learn. And when you feel you've got the methods up and running, move on to the next chapter. You'll be surprised at how quickly you can implement these digital marketing tactics if you focus on them one at a time. Then, when everything is up and running, you can focus on optimizing and improving your processes for maximum growth.

Ready to start?

SEO - Search Engine Optimization

What is SEO - Search Engine Optimization?

Keyword Research

On Page SEO

Off Page SEO

Factors Affecting SEO

Google Operators

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\n\n\n\n\n \n\n \n \n \n \n Effects Of HTTPS On SEO and Why You
Should Need It\n \n \n As per the study of Moz on findings on
HTTPS: 30% of page-1 Google results that they studied were secure in that they were using
HTTPS. He went on to reveal that recently this week, that number has peaked to 50%.\n

\n \n \n\n\n\n \n \n\n \n \n \n \n Based on Dr. Pete wrote, it can be
concluded that the steady increase without any sudden spikes are a result of people slowly
accepting and converting to HTTPS and not because of Google’s constant algorithm
changes.\nTWITTER.COM/RANKRANGER\n\nDr. Pete and Moz justified their findings by
collaborating with Rank Ranger who operate on a separate data set; which more or less
generated and proved their findings. What this means is that if two tracking tools were able to
come to more or less the same answer, then the both of them are more or less correct if not on
to something interesting.\nMOZ.COM/BLOG\n\nDr. Pete thinks that by the end of 2017, HTTPS
websites will cover at least 65% of Google’s front page SERP. Google confirmed, however, that
even if most of the people are converting their websites to HTTPS, they have no plan (yet) to
boost more ranking signals for HTTPS websites.\nTWITTER.COM/METHODE\n\nWhile Dr. Pete
and Gary Illyes of Google’s exchange resulted in a polarizing statement whose validity cannot
be ascertained and it would definitely be debated by people; Dr. Pete shared in his blog post
that he believed in Gary and that Google is currently “...happy with the current adoption rate
and wary of the collateral damage that an aggressive HTTPS ranking boost (or penalty) could
cause.” I would agree with Dr. Pete because it makes more sense for Google to take its time
with these changes.\n\nHTTPS websites are more secure according to Google and they are
starting to occupy the first page of Google’s SERP. This is all well and good but the problem is
that not all the bigger websites have embraced HTTPS yet. MozCast released their data set and
out of the 20 subdomains that are listed there, these are examples of websites that have not
yet converted their websites to HTTPS:\nMOZ.COM/BLOG\n\nThis might be surprising for lot of
you who might be wanting to switch over to HTTPS because knowing that 20 ‘big’ websites are
yet to make the switch, is it really worth it to go for the change?\n\nMy answer is A BIG
RESOUNDING YES.\n\nLets discover associated aspects with HTTPS, webmasters have to
remember that there’s more than the ranking aspect to consider when it comes to HTTPS.
There are many factors that must be considered, for example, Google will be starting marking
non-HTTPS websites as ‘non-secure’ when they start asking for sensitive information such as
passwords and the like.\n\nDr. Pete believes that HTTPS is going to start ‘forcing’ people to
convert their website to HTTPS. Dr. Pete believes that most of people who are yet to take make
the change will start to feel pressure especially because there are some ‘risks’ involved.\n\nDr.
Pete recommends that new websites should convert to HTTPS especially because security

certificates are affordable and newer sites face ‘fewer risks’ when it comes to changing from HTTP to HTTPS. Dr. Pete recommends that people should start securing pages that ask for sensitive information.

Lets understand the procedure to change to HTTPS.

- We used the SSL Insecure Content Fixer plugin to make sure that all of our pages reflect their HTTPS status properly.
- We changed our MaxCDN pullzone settings from HTTP to HTTPS.
- We purged ALL of our caches which includes CDN’s cache so that we could pull all of the static files from HTTPS rather than HTTP.
- We fixed seo-hackercom’s internal caching system to work with HTTPS. To that end, we used the W3 Total Cache plugin.
- Back then, I reviewed Cyrus Shepard’s post entitled: “The Big List of SEO Tips and Tricks for Using HTTPS on Your Website” just to make sure that we did everything right. It doesn’t hurt to make sure that everything that you’re doing is correct as it was very risky to change your website from HTTP to HTTPS – and it still is risky, like what Dr. Pete pointed out in his blog post.
- We deactivated our manually coded social sharing buttons and then we switched over to Ultimate Social Deux because it works well HTTPS.
- We made sure to renew our SSL certificate annually – and we still do. It’s an expense but it’s an expense I consider an investment and it’s worked out well for us so far.
- We started using MaxCDN’s SPDY technology which basically increased our site load speed tremendously. You can use something similar but this is what we used back then.

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target specific audiences, it provides the interactions on their posts, the best and worst time for post engagement and demographics of people who interact with the posts. Automation tools such as Buffer and Hootsuite allow you to synch and schedule posts on multiple social networks in one place. Observe what your competitors are implementing and how well they're performing on social media can give you tips and tricks on what implement and what to avoid when formulating your strategy.

04. Create Quality Content

You can be on every social media platform and may not get the engagement and conversions you're looking for because your content is traditional, bland and lack quality and creativity. You must write after identifying your ideal audience and social media networks. When coming up with content, you want to catch people's attention, and want to make your brand stand out as an authoritative and trustworthy source of information in your industry. Design your content to take advantage of each individual platform. Twitter, for instance, only allows for 140 characters and utilizes hashtags. Instagram, and Pinterest utilize images. Facebook utilizes text, images and videos. YouTube utilizes videos. Your content needs to match the format of the platform, must be interesting, and useful. Let your content make your brand appear as a person, not an organization.

05. Continued Assessment

Go for website such <http://buzzsumo.com/>. This website tells you about the content in demand. Once you research your audience, craft your content and schedule the posts on the appropriate social networks. If you post a Facebook post at 4 pm one week and get a lot of engagement your post will be ignored the next week. Consumers also get bored seeing the same content all the time. Social media strategies require time and a plan. Have patience and it will definitely pay you off.

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3. METHODOLOGY

To collect the customer preference data, we are using many different tools like Keyword planner, Google trend, Google search data etc. These data give us a broad idea about the type of fitness preferences in an area the majority of the customer follows.

A fitness business investor invests in a lot of different type of fitness industries such like Gym, Yoga, Cycling, Swimming, Zumba, Aerobics etc.

For example, if you go into the region of Rishikesh which is also known as the yoga capital of the world, the majority follows yoga to be in fit shape and if you come to Delhi-NCR region The Gym, Zumba Classes are more in trend.

To find out the best fitness industry we are considering five major players in this domain for data collection and the trend analytics to find out the best fit industry within the country for the investment and business point of view.

Major five industries to consider are: -

1. Gym
2. Yoga
3. Cycling
4. Fitness band
5. Weight loss



Bar Chart-1; Source: Google Trend

Data Analytics for Gym Industry



Bar Chart-2; Source: Google Trend

Data Analytics for Yoga Industry



Bar Chart-3; Source: Google Trend

Data Analytics for Cycling Industry



Bar Chart-4; Source: Google Trend

Data Analytics for Fitness band Industry



Bar Chart-5; Source: Google Trend

Data Analytics for Weight loss Industry

After collecting the trend data of above mentioned five industries for the period of November 2020 to November 2021 and then we calculated the following factors based on the collected data.

1. **Total Search Volume:** - Total search volume is the sum of every search point in the India in last one year to analyse the trend and the interest of the customers on a specific domain.
2. **Average Trend:** - We analyse monthly searches ad after analysing that we were able to find out the trend in a particular industry over the period of one year.
3. **Average CPC:** - Average CPC is the average marketing cost of individual keyword bid cost.
4. **Average Competition:** - Average competition is the participations of competitors for the bidding of these industry keywords. We were able to identify the competition based on the participation and graded them accordingly out of 100.

4. CALCULATION

Using the above calculated factors, we are going to do the calculate the best fitness industry business using MCDM method.

STEP-1:- In this the factors we have calculated using the data have mapped in the format for the calculation purpose.

Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	4528840	49	11.17	45%
Weight loss	3473420	31	38.51	7%
Cycle	7819530	77	3.99	13%
Fitness Band	273350	96	5.65	-14%
Yoga	2084020	36	32.88	20%

STEP-2:- We have identified the Beneficial and Non-Beneficial factors based on the impact on the business.

	Beneficial	Non-Beneficial	Non-Beneficial	Beneficial
Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	4528840	49	11.17	45%
Weight loss	3473420	31	38.51	7%
Cycle	7819530	77	3.99	13%
Fitness Band	273350	96	5.65	-14%
Yoga	2084020	36	32.88	20%

STEP-3:- We have weighted the factors based on the participation of the factor in the business growth.

Weightage	40%	25%	20%	15%
	Beneficial	Non-Beneficial	Non-Beneficial	Beneficial
Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	4528840	49	11.17	45%
Weight loss	3473420	31	38.51	7%
Cycle	7819530	77	3.99	13%
Fitness Band	273350	96	5.65	-14%
Yoga	2084020	36	32.88	20%

STEP-4: - For the calculation purpose we have find out the maximum and minimum value of the factors.

Weightage	0.4	0.25	0.2	0.15
	Beneficial	Non-Beneficial	Non-Beneficial	Beneficial
Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	4528840	49	11.17	45%
Weight loss	3473420	31	38.51	7%
Cycle	7819530	77	3.99	13%
Fitness Band	273350	96	5.65	-14%
Yoga	2084020	36	32.88	20%
Max/Min	7819530	31	3.99	0.45

STEP-5: - Using the minimum and maximum value we have normalize the data of the different factors using the below formulas.

Non- Beneficial= $\text{Min}(X_{ij})/X_{ij}$

Beneficial= $X_{ij}/\text{Max}(X_{ij})$

Weightage	0.4	0.25	0.2	0.15
	Beneficial	Non-Beneficial	Non-Beneficial	Beneficial
Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	0.58	0.63	0.36	1.00
Weight loss	0.44	1.00	0.10	0.16
Cycle	1.00	0.40	1.00	0.29
Fitness Band	0.03	0.32	0.71	-0.31
Yoga	0.27	0.86	0.12	0.44

STEP-6: - Using the normalize data and after getting the summed normalized value we ranked out the industries based in the score.

Weightage	0.4	0.25	0.2	0.15
	Beneficial	Non-Beneficial	Non-Beneficial	Beneficial
Industry	Search Volume	Competition	Marketing Investment	Average Trends
Gym	0.23	0.16	0.07	0.15

Weight loss	0.18	0.25	0.02	0.02
Cycle	0.40	0.10	0.20	0.04
Fitness Band	0.01	0.08	0.14	-0.05
Yoga	0.11	0.22	0.02	0.07

Sum	Rank
0.61	2
0.47	3
0.74	1
0.19	5
0.41	4

5. RESULT AND DISCUSSION

After doing the calculation using MCDM method we found out that the Cycling industry is the most profitable industry in the India after analysing the trend data and calculation.

With the help of this data, we scored each and every city of the country to analyse that in which region of the country the specific fitness industry will be more beneficial and ranked them accordingly.

Best Fit Region for Cycle Industry		
Rank	Region	Score
1	Pondicherry	100
2	Daman and Diu	77
3	Goa	76
4	Kerala	74
5	Jammu & Kashmir	73

After analysing it now we can say that as per the latest trend, investment cost, Marketing cost and the customer interest cycling is the best industry for India and specifically for the region in Pondicherry it will be the best fit region for the cycling industry followed by Daman and Diu, Goa, Kerala and Jammu & Kashmir, These are the top five best region for the fitness industry.

6.IMPLICATIONS

Implications of AI Powered tools like Semrush, ahrefs, Similar web: -

AI-powered tools like Similarweb, Semrush, and Ahrefs can have a number of implications for digital marketing.

- **Improved efficiency:** These tools can automate many of the tasks involved in digital marketing, such as keyword research, content creation, and social media posting. This can free up time for marketers to focus on other aspects of their campaigns.
- **Increased accuracy:** These tools can provide marketers with insights that would be difficult or impossible to obtain manually. This information can help marketers to make better decisions about their campaigns.
- **Reduced costs:** These tools can help marketers to reduce the costs of their campaigns by automating tasks and streamlining their processes. This can free up budget for other marketing initiatives.
- **Improved scalability:** These tools can help marketers to scale their campaigns as their business grows. This can help marketers to reach a wider audience and generate more leads and sales.

Overall, AI-powered tools can have a positive impact on digital marketing. By using these tools effectively, marketers can improve the efficiency, accuracy, cost-effectiveness, and scalability of their campaigns.

Here are some specific examples of how AI-powered tools can be used in digital marketing:

- **Keyword research:** AI-powered tools can help marketers to identify high-traffic keywords that they can target with their SEO and paid advertising campaigns.
- **Content creation:** AI-powered tools can help marketers to create high-quality content that is relevant to their target audience.
- **Social media posting:** AI-powered tools can help marketers to post relevant and engaging content on social media.
- **Competitor analysis:** AI-powered tools can help marketers to track their competitors' website traffic, SEO performance, and social media engagement. This information can help marketers to gain insights into their competitors' strategies and identify opportunities to outperform them.
- **Pay-per-click (PPC) advertising:** AI-powered tools can help marketers to optimize their PPC campaigns and improve their return on investment (ROI).

These are just a few examples of how AI-powered tools can be used in digital marketing. There are many other ways that these tools can be used to improve the effectiveness of marketing campaigns.

Benefits :-

The benefits of AI-powered tools like SimilarWeb, SEMrush, and Ahrefs are numerous. Here are some of the most important ones:

- **Improved website traffic insights:** AI-powered tools can provide businesses with detailed insights into their website traffic, including where their visitors are coming from, what pages they are visiting, and how long they are staying on each page. This information can be used to improve the website's content and design to attract more visitors and keep them engaged.
- **More effective SEO campaigns:** AI-powered tools can help businesses to optimize their websites for search engines, making them more likely to appear in search results. This can lead to increased website traffic and improved sales.
- **Better competitive analysis:** AI-powered tools can help businesses to track their competitors' online performance, giving them insights into their strengths and weaknesses. This information can be used to develop more effective marketing and SEO strategies.
- **Increased efficiency:** AI-powered tools can automate many of the tasks involved in tracking and analyzing online performance, freeing up businesses to focus on other areas of their business.

Overall, AI-powered tools are a valuable resource for businesses of all sizes. By providing businesses with insights that were previously unavailable, these tools can help businesses to improve their online performance and achieve their business goals.

Here are some additional benefits of using AI-powered tools:

- They can help businesses to save time and money. AI-powered tools can automate many of the tasks involved in tracking and analyzing online performance, freeing up businesses to focus on other areas of their business. This can lead to significant time and cost savings.
- They can help businesses to improve their decision-making. AI-powered tools can provide businesses with insights that were previously unavailable, helping them to make better decisions about their marketing and SEO strategies. This can lead to increased website traffic, sales, and profits.
- They can help businesses to identify new opportunities. AI-powered tools can help businesses to track trends and identify new opportunities. This can help businesses to stay ahead of the competition and grow their business.

However, there are also some potential risks associated with using AI-powered tools, such as:

- The tools may be inaccurate or biased. AI-powered tools are trained on data, and if the data is inaccurate or biased, the tools may produce inaccurate or biased results. This can lead to poor decision-making and missed opportunities.
- The tools may be used to manipulate or deceive users. AI-powered tools can be used to create fake news, social media posts, and other content that is designed to manipulate or deceive users. This can have a negative impact on businesses and society as a whole.

- The tools may be used to invade users' privacy. AI-powered tools can collect and store large amounts of data about users. This data can be used to track users' online activity, target them with advertising, and even predict their behaviour. This can raise serious privacy concerns.

It is important for businesses to be aware of these risks and to take steps to mitigate them. For example, businesses should carefully evaluate the accuracy and reliability of the data that is used to train AI models. Businesses should also implement security measures to protect users' privacy.

AI-powered tools can benefit businesses in a variety of industries. Here are some examples:

- Retail: AI-powered tools can be used to improve customer service, personalize marketing campaigns, and optimize inventory levels.
- Healthcare: AI-powered tools can be used to diagnose diseases, develop new treatments, and improve patient care.
- Finance: AI-powered tools can be used to manage risk, make investment decisions, and provide financial advice.
- Manufacturing: AI-powered tools can be used to automate production, improve quality control, and reduce costs.
- Logistics: AI-powered tools can be used to optimize shipping routes, track inventory, and manage supply chains.
- Media and entertainment: AI-powered tools can be used to create personalized content, generate new ideas, and improve the customer experience.
- Technology: AI-powered tools can be used to develop new products and services, improve security, and automate tasks.
- Travel and hospitality: AI-powered tools can be used to personalize travel experiences, improve customer service, and optimize hotel bookings.
- Education: AI-powered tools can be used to personalize learning, provide feedback, and automate tasks.

These are just a few examples of how AI-powered tools can benefit businesses in a variety of industries. As AI technology continues to develop, we can expect to see even more innovative and beneficial applications of AI in the years to come.

Overall, AI-powered tools offer a number of potential benefits for businesses. However, it is important to be aware of the risks associated with these tools and to take steps to mitigate them.

Government, Private, B2B, B2C :-

AI-powered tools can benefit businesses in a variety of sectors, including government, private, B2B, and B2C. Here are some examples:

Government Sector

- **Improved efficiency:** AI-powered tools can automate many of the tasks that are currently performed by government employees, freeing them up to focus on more important work. This can lead to significant time and cost savings for governments.
- **Enhanced decision-making:** AI-powered tools can provide governments with insights that were previously unavailable, helping them to make better decisions about policy, resource allocation, and other important issues.
- **Improved service delivery:** AI-powered tools can be used to improve the delivery of government services, such as healthcare, education, and transportation. This can make government services more efficient, effective, and accessible to citizens.

Private Sector

- **Increased productivity:** AI-powered tools can automate many of the tasks that are currently performed by employees, freeing them up to focus on more creative and strategic work. This can lead to increased productivity and profits for businesses.
- **Improved decision-making:** AI-powered tools can provide businesses with insights that were previously unavailable, helping them to make better decisions about marketing, product development, and other important business issues.
- **Enhanced customer service:** AI-powered tools can be used to improve the customer experience, such as by providing personalized recommendations and resolving customer issues more quickly. This can lead to increased customer satisfaction and loyalty.

B2B

- **Improved collaboration:** AI-powered tools can be used to improve collaboration between businesses, such as by sharing data and insights in real time. This can lead to more efficient and effective business processes.
- **Enhanced innovation:** AI-powered tools can be used to develop new products and services, improve existing products and services, and find new ways to improve business operations. This can lead to increased profits and market share for businesses.
- **Strengthened relationships:** AI-powered tools can be used to strengthen relationships between businesses, such as by providing personalized recommendations and resolving customer issues more quickly. This can lead to increased customer satisfaction and loyalty.

B2C

- **Personalized experiences:** AI-powered tools can be used to personalize the customer experience, such as by providing personalized recommendations and content. This can lead to increased customer satisfaction and loyalty.

- Improved convenience: AI-powered tools can be used to improve the convenience of shopping and other activities, such as by providing real-time updates on inventory and order status. This can lead to increased customer satisfaction and sales.
- Enhanced security: AI-powered tools can be used to improve the security of customer data and transactions. This can help to protect customers from fraud and other security threats.

These are just a few examples of how AI-powered tools can benefit businesses in a variety of sectors. As AI technology continues to develop, we can expect to see even more innovative and beneficial applications of AI in the years to come.

7. PRICING MODEL

The pricing models for AI-powered tools vary depending on the tool and the provider. Some tools are free to use, while others charge a monthly or annual subscription fee. Some tools offer a free trial, so you can try them out before you commit to a subscription.

Here are some examples of pricing models for AI-powered tools:

- **Freemium:** This model offers a basic version of the tool for free, with additional features and functionality available for a monthly or annual subscription fee.
- **Subscription:** This model charges a monthly or annual fee for access to the tool.
- **Pay-as-you-go:** This model charges a fee for each use of the tool.
- **Per-seat:** This model charges a fee for each user of the tool.

The pricing model that is best for you will depend on your needs and budget. If you are only looking for basic features, a freemium tool may be a good option. If you need more features and functionality, a subscription-based tool may be a better choice. If you only need to use the tool occasionally, a pay-as-you-go model may be the most cost-effective option. And if you have a team of users, a per-seat model may be the best way to save money.

Here are some examples of AI-powered tools and their pricing models:

- **SimilarWeb:** SimilarWeb offers a freemium plan, which includes basic website traffic insights, and paid plans, which include more advanced features and functionality.
- **SEMrush:** SEMrush offers a free trial, and then paid plans, which include a variety of features for SEO, PPC, and content marketing.
- **Ahrefs:** Ahrefs offers a free trial, and then paid plans, which include a variety of features for SEO, backlink analysis, and content research.

It is important to compare the features and pricing of different AI-powered tools before you make a decision. You should also consider your needs and budget when making your decision.

The calculation of pricing model and expenditure will depend on the specific AI-powered tool you are using. However, there are some general principles that can be applied.

First, you need to understand the features and functionality of the tool. What can it do? What are its limitations? Once you understand the tool, you can start to think about how you will use it. What are your goals? What are your needs?

Once you know how you will use the tool, you can start to think about pricing. There are a few factors to consider, such as the features and functionality of the tool, the competition, and your budget.

Finally, you need to consider expenditure. How much will it cost to use the tool? Will there be any recurring costs? Will you need to hire additional staff to use the tool?

By considering all of these factors, you can make an informed decision about the pricing model and expenditure for an AI-powered tool.

Here are some additional tips for calculating the pricing model and expenditure for an AI-powered tool:

- Get quotes from multiple providers: This will help you to compare prices and find the best deal.
- Consider the features and functionality of the tool: Make sure that the tool has the features and functionality that you need.
- Look for discounts and promotions: Many providers offer discounts and promotions, so be sure to ask about them.
- Consider your budget: Make sure that you can afford the tool before you purchase it.

By following these tips, you can calculate the pricing model and expenditure for an AI-powered tool and make an informed decision about whether or not to purchase it.

8.CONCLUSION AND FUTURE SCOPE

This tool based on the continuous improvement method and can be analyse any type of industry with N number factors and can give the updated best fit output with the change in trend of customer behaviour and the market trend.

We can use this tool or method to continue analyse and predict the future growth of existing industry or the new setup using the customer and market trend.

By referring the customer preference data and follow the change of taste in preference with respect to time and trend, we can also modify our business strategies time to time to survive and grow with in the industry.

We can invest in the type of industry in an area where the specific type of fitness demand is in majority.

As we know that change is the only constant with time in life, so we also keep changing and keep improving to grow.

9.LIMITATIONS

AI-powered tools have a number of limitations. Here are some of the most important ones:

- **Accuracy:** AI-powered tools are trained on data, and if the data is inaccurate or biased, the tools may produce inaccurate or biased results. This can lead to poor decision-making and missed opportunities.
- **Bias:** AI-powered tools can be biased, especially if they are trained on data that is biased. This can lead to unfair treatment of certain groups of people.
- **Interpretability:** AI-powered tools can be difficult to interpret. This can make it difficult to understand how the tools work and why they produce the results they do. This can make it difficult to trust the results of the tools and to use them to make decisions.
- **Security:** AI-powered tools can be vulnerable to security attacks. This can lead to the theft of data or the disruption of services.
- **Cost:** AI-powered tools can be expensive to develop and maintain. This can make them inaccessible to small businesses and organizations.
- **Complexity:** AI-powered tools can be complex to use. This can make them difficult to learn and master.

It is important to be aware of the limitations of AI-powered tools before you use them. By understanding the limitations, you can use the tools more effectively and avoid making bad decisions.

10. REFERENCES AND APPENDIX

References: -

- Keyword planner (Google AdWords)
- Web search results
- Google trends
- Google API's
- Youtube
- Facebook
- Social Media
- Wikipedia
- Stack overflow

Appendix :-

Here is an appendix to design and build AI powered digital marketing tool:

1. Define your goals

The first step is to define your goals for your AI powered digital marketing tool. What do you want it to do? What problems do you want it to solve? Once you know your goals, you can start to design the tool.

2. Gather data

The next step is to gather data. This data will be used to train the AI model. The more data you have, the better the model will be. You can gather data from a variety of sources, such as your website, social media, and customer surveys.

3. Choose an AI model

There are many different AI models available. You need to choose a model that is appropriate for your goals and the data you have. Some popular AI models include:

- Linear regression
- Logistic regression
- Decision trees
- Random forests
- Neural networks

4. Train the AI model

Once you have chosen an AI model, you need to train it. This is done by feeding the model the data you have gathered. The model will learn to identify patterns in the data and use these patterns to make predictions.

5. Test the AI model

Once the model is trained, you need to test it. This is done by feeding the model new data that it has not seen before. The model will make predictions for this new data. You can then compare the predictions to the actual results to see how accurate the model is.

6. Deploy the AI model

Once you are satisfied with the accuracy of the model, you can deploy it. This means making the model available to users. You can deploy the model in a variety of ways, such as through a website, mobile app, or API.

7. Monitor the AI model

Once the model is deployed, you need to monitor it. This is important to ensure that the model is working properly and that it is still accurate. You can monitor the model by tracking its performance and by collecting feedback from users.

8. Improve the AI model

Over time, you may need to improve the AI model. This can be done by collecting more data, retraining the model, or using a different AI model.

9. Innovate with AI

AI is a powerful tool that can be used to improve digital marketing. There are many ways to innovate with AI in digital marketing. Some examples include:

- Using AI to personalize content
- Using AI to target ads
- Using AI to predict customer behavior
- Using AI to automate tasks

10. Be patient

Building an AI powered digital marketing tool takes time and effort. Don't expect to see results overnight. Be patient and continue to improve your model. With time and effort, you can create a powerful AI tool that will help you achieve your marketing goals.