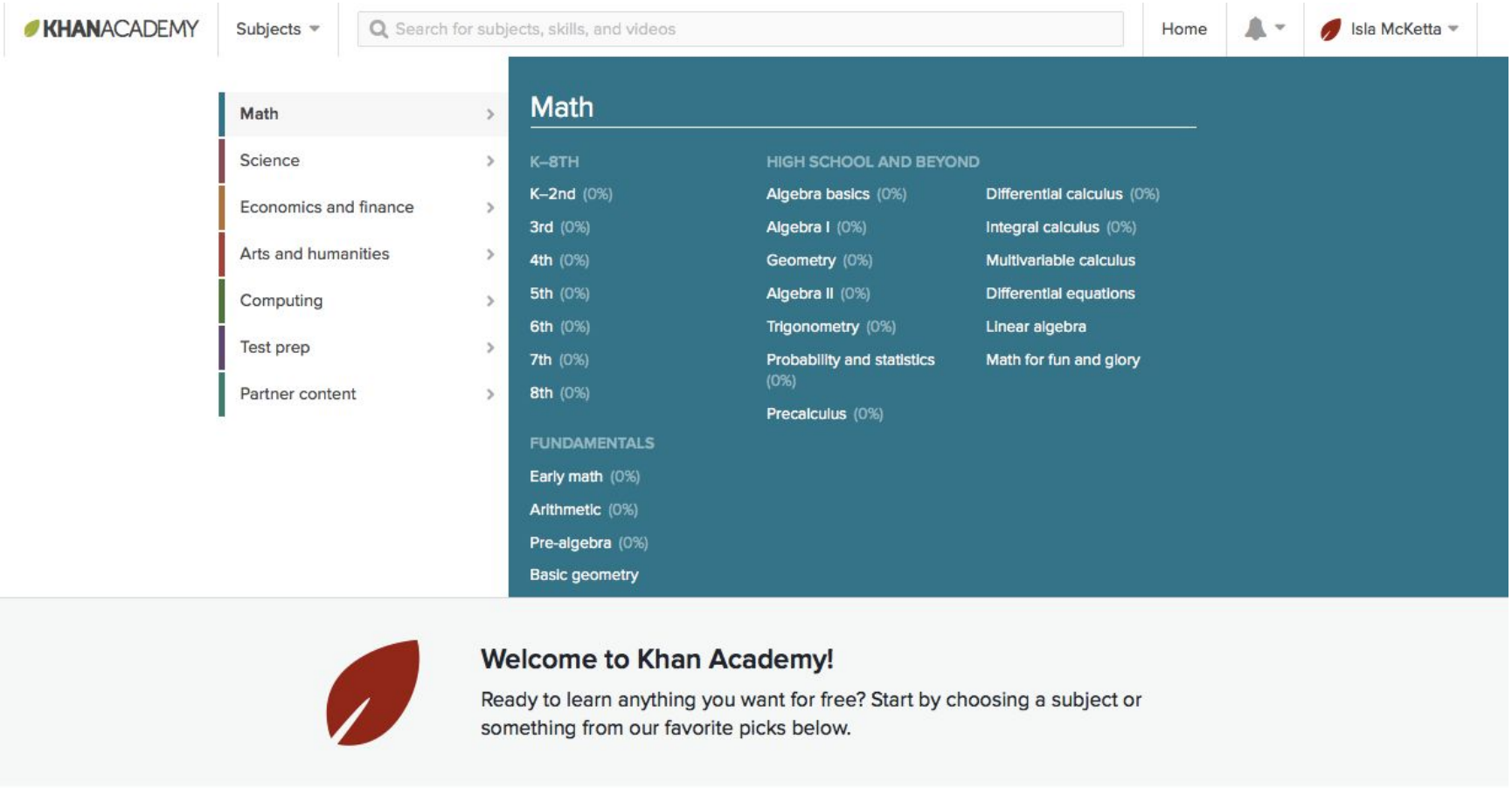
Field Guide to Digital Marketing

Everybody else is doing it so why can’t we?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Subjects
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Home
Isla McKetta
Math
Science
Economics and finance
Arts and humanities
Computing
Test prep
Partner content
Math
K–8TH
K–2nd (0%)
3rd (0%)
4th (0%)
5th (0%)
6th (0%)
7th (0%)
8th (0%)
FUNDAMENTALS
Early math (0%)
Arithmetic (0%)
Pre-algebra (0%)
Basic geometry
HIGH SCHOOL AND BEYOND
Algebra basics (0%)
Algebra I (0%)
Geometry (0%)
Algebra II (0%)
Trigonometry (0%)
Probability and statistics (0%)
Precalculus (0%)
Differential calculus (0%)
Integral calculus (0%)
Multivariable calculus
Differential equations
Linear algebra
Math for fun and glory
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DistilledU SEO 101

Search

Courses

- SEO 101
- Further SEO
- Video Library

Intro

This course covers the core skills that every SEO needs to know as part of their skill set. Beginners should start with Search Engine Basics and work down the list of modules. Intermediate and Advanced users can tackle modules in any order.

Course Feedback

Beginner and Intermediate users found:

- The level of content is 'just right'
- The pace is 'just right'
- 'A good amount' can be learnt
- From 1,821 user reviews

Search Engine Basics

3h 15m — 65%

View module

Test score: 86%

To become an effective SEO, you not only need to understand the principles of on-page and off-page factors, but you must also understand users and how the Internet works. This module gives an outline of the World Wide Web; an overview of crawling, indexing and ranking; and a history of search engines and more recent developments.

Interactive: Search Operator Basics

50m — 100%

View module

In addition to entering simple keyword-based queries, the major search engines all offer advanced query operators that give you more granular control over the results returned. This module explores a variety of these advanced query types and combine them in useful ways.

distilled U

Welcome islamcketta

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FAQs
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DistilledU Content Status

Lesson Rating — 4.4 out of 5 from 23,810 reviews

Modules — 86 hours

Video Library — 132 hours

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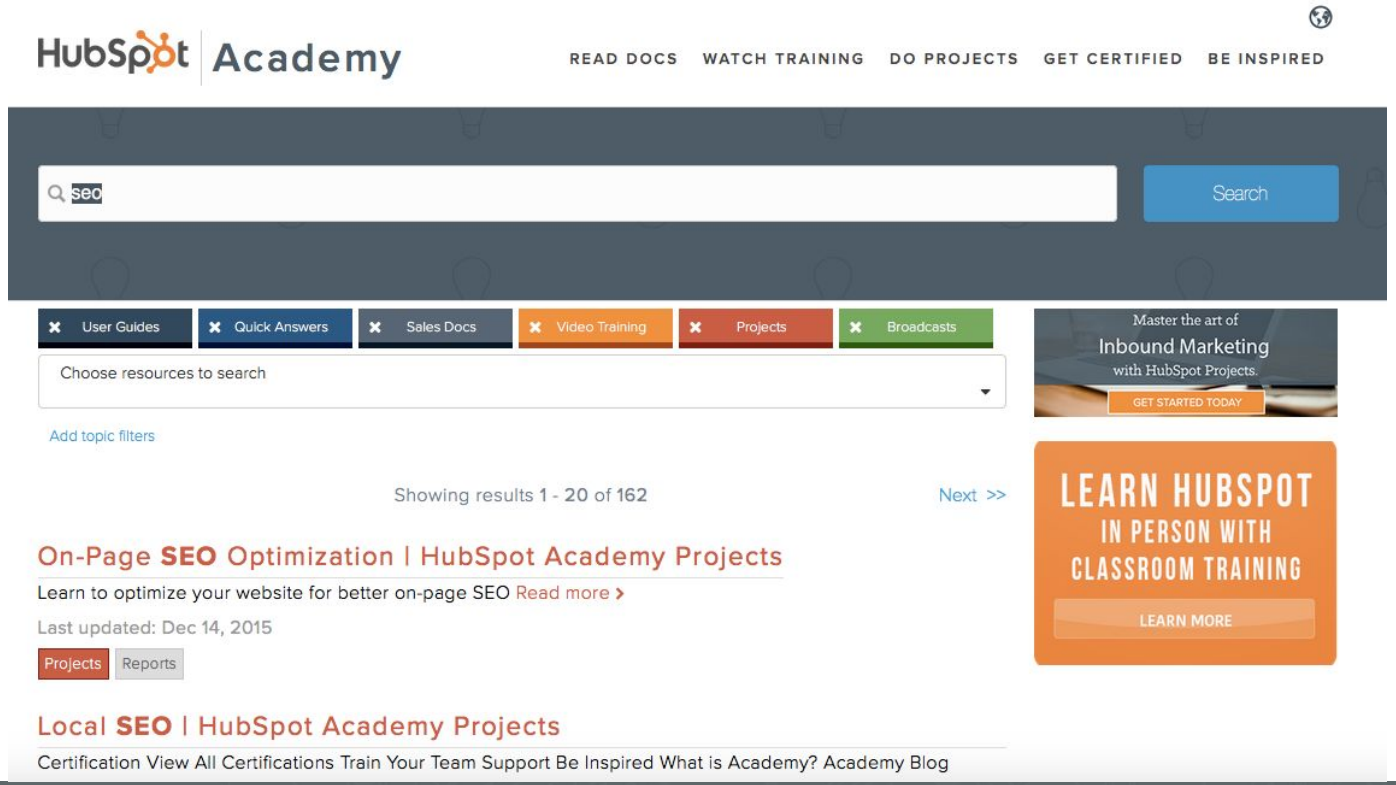
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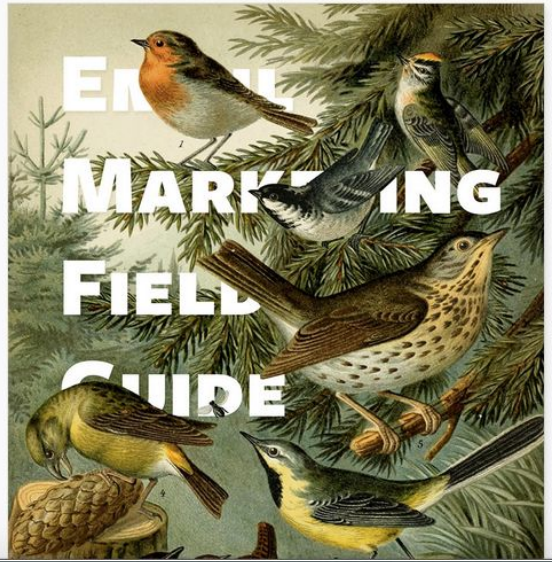
Resources / Guides

Email Marketing Field Guide



What's inside:

A comprehensive field guide to email marketing. Topics include:

- Creating an email marketing plan
- How HTML email works
- Designing and coding
- Avoiding spam filters
- Testing your email designs
- Measuring performance

You don't have to be a professional web designer to create and send HTML email. In this guide, we'll explain the basics of HTML email and run through the tips and best practices you'll need to consider as you develop your own email marketing plan.

Resources / Guides

Email Marketing Field Guide

Table of Contents:

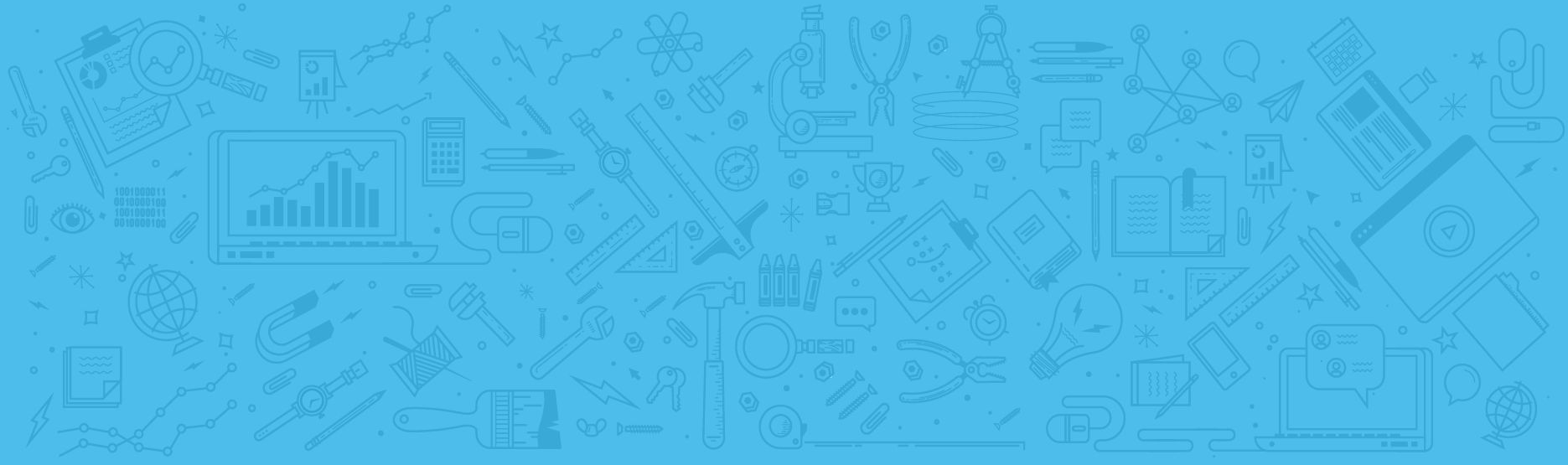
- Introduction
- Create an Email Marketing Plan
- How HTML Email Works
- Common Mistakes
- Designing and Coding
- Avoiding Spam Filters
- Testing Your Email Designs
- Measuring Performance
- Resources and support

Hello.

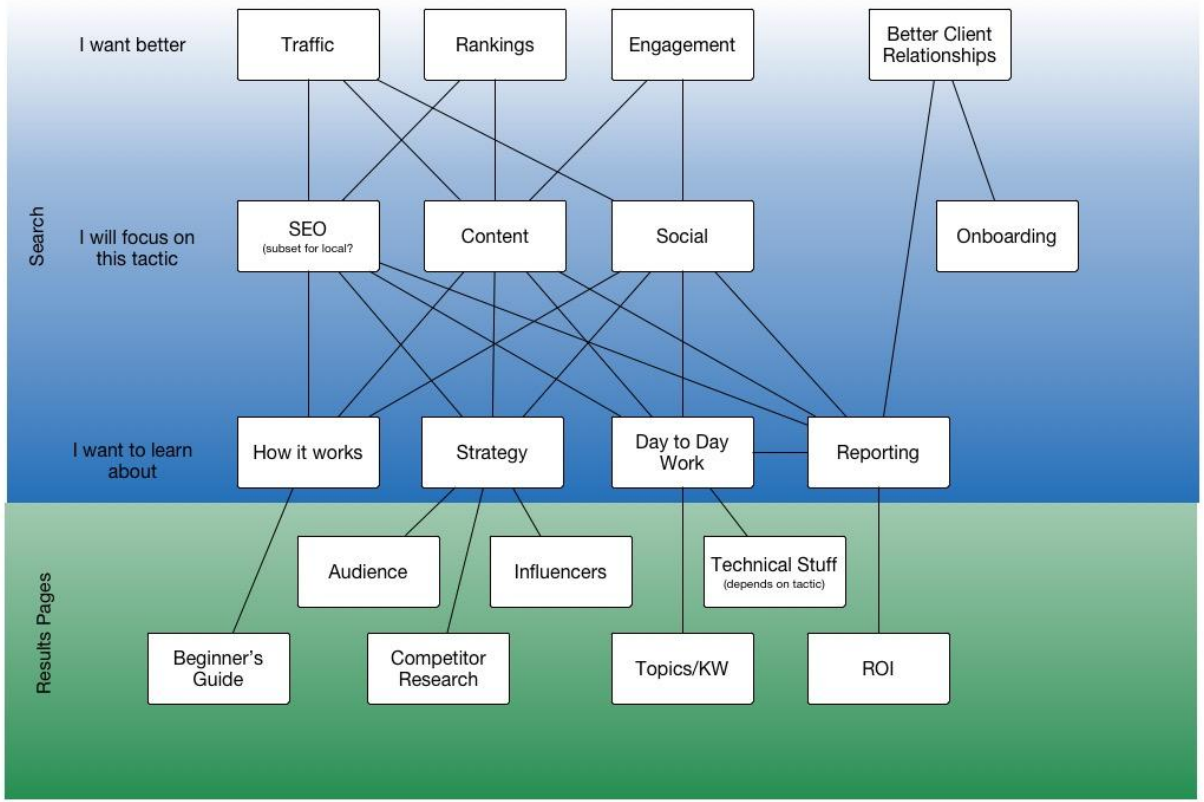
"What *is* email marketing?" Fair question. Unlike one-to-one messages, email marketing entails sending one message to many people—dozens, hundreds, or even thousands of people. It's permission-based, which means your readers must opt in to your newsletter, and you need to explain to them why they're receiving it. Because personal email services like Gmail or Yahoo! limit the amount of people you can send to at one time, an email service provider like MailChimp is the best way to send email marketing. ESPs will manage your delivery infrastructure, help keep your messages out of spam filters, and generally do a lot of not-fun-but-necessary work for you.

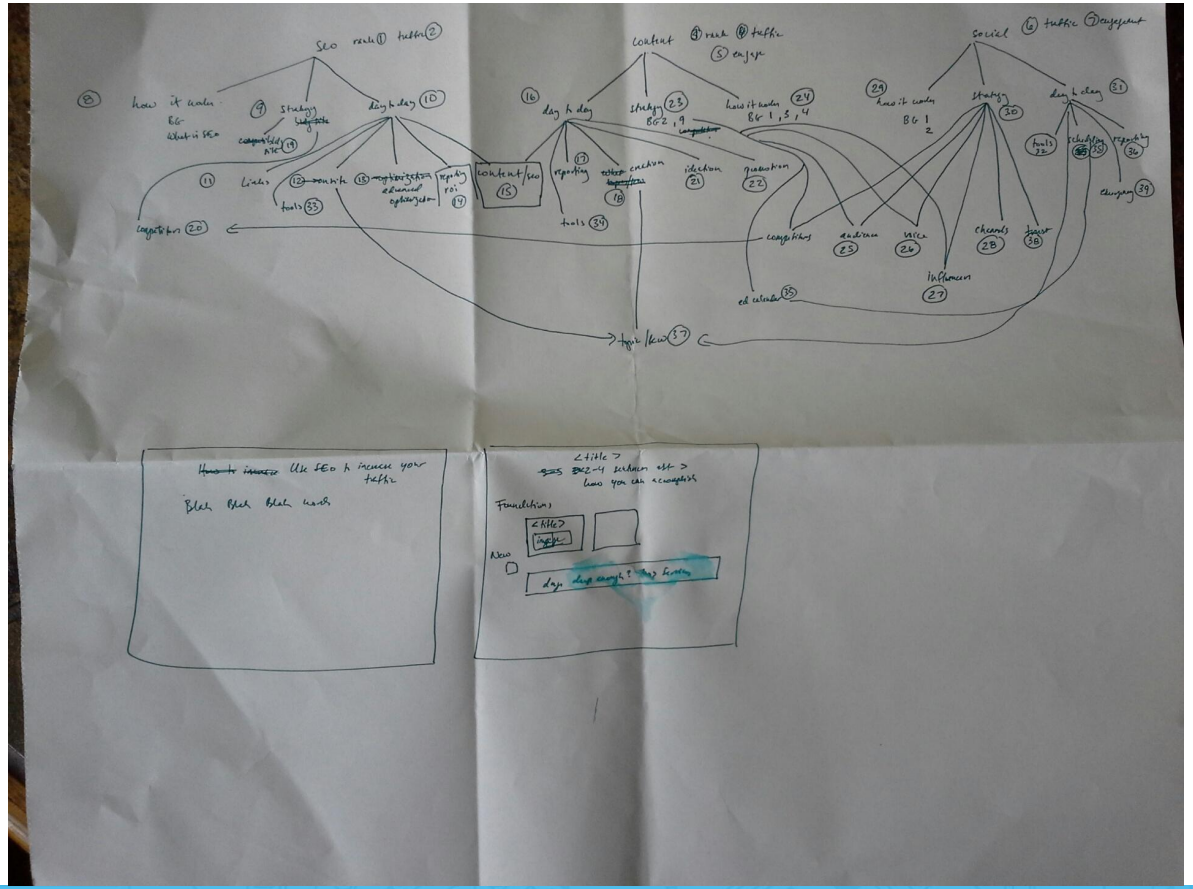
People use MailChimp to send all sorts of fantastic email newsletters to their customers, fans, friends, and followers, and we hope this guide will help you do the same.

The Conceptual Model



Learn Center - Conceptual Model




SEO rank 1 traffic 2
8 how it works
BG
What is SEO
9 strategy
day to day 10
11 Links
12 onsite
13 optimization
advanced optimization
reporting roi 14
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content 4 rank 4 traffic
5 engage
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voice 26
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social 6 traffic 7 engagement
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BG 1
2
strategy 30
day to day 31
tools 32
scheduling 35
reporting 36
changing 39
topic/kw 37
Use SEO to increase your traffic
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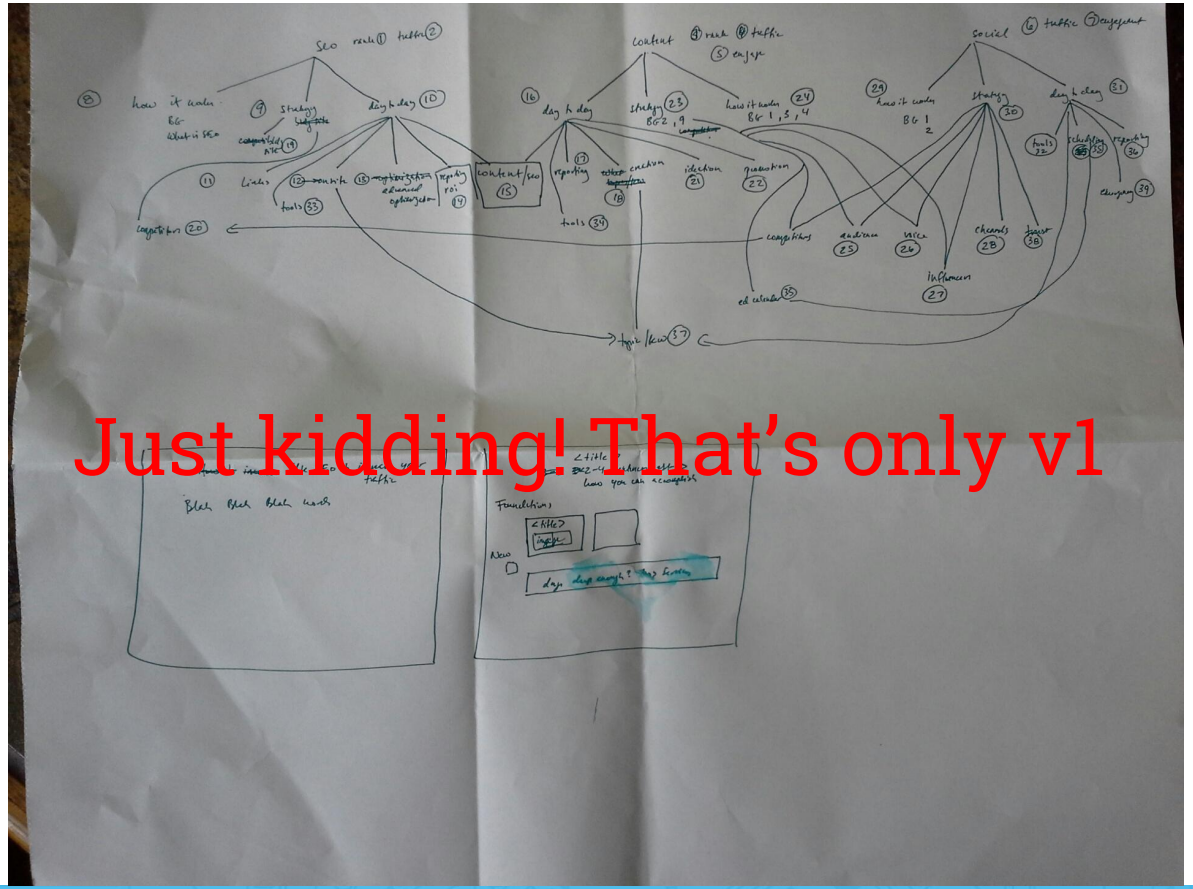
how you can accomplish
Foundations
<title>
New
days



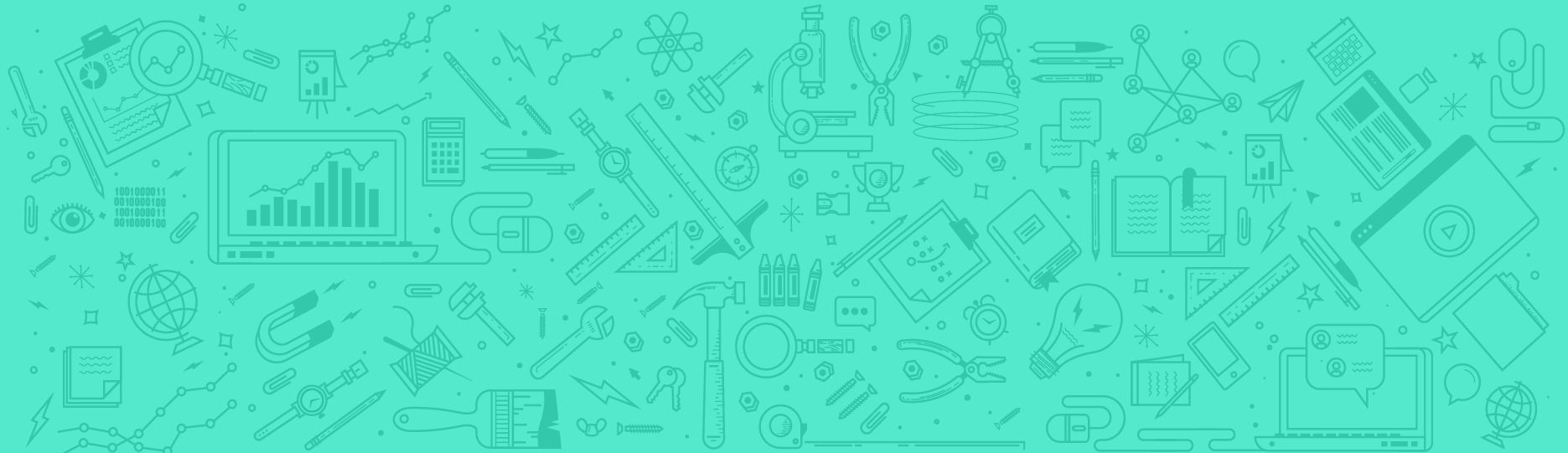
Just kidding! That’s only v1

TL:1 Ranking
TL:2 Traffic
TL:3 Engagement
LS:0.0 Local SEO
LS.1 What is local?
LS.2 Citation management
LS.2.1 Reviews
LS.2.2 Categories
LS.3 On-page local SEO
LS.3.1 Content
LS.3.2 Tools
LS.3.3 Link building
LS.3.4 Reporting/ROI
LS.4 What's new in local?
SE:0.0 SEO
SE.1 What is SEO?
SE.2 Strategy
SE.2.1 Building a site
SE.2.2 Competitor research
SE.3 Day-to-day
SE.3.1 Links
SE.3.2 On-site SEO
SE.3.3 SEO Tools
SE.3.4 Advanced opt.
SE.3.5 Reporting/ROI
SE.3.6 Content/SEO
SE.4 What's new in SEO?
C:0.0 Content
C.1 What is Content Marketing?
C.2 Content Strategy
C.2.1 Audience
C.2.2 Voice
C.2.3 Cadence
C.2.4 Influencers
C.3 Day-to-day
C.3.1 Ideation
C.3.2 Creation
C.3.3 Promotion
C.3.4 Reporting/ROI
C.3.5 Content Tools
C.4 What's new?
SO:0.0 Social
SO.1 What is Social Media Mktg?
SO.2 Social Strategy
SO.2.1 Channels
SO.3 Day-to-day
SO.3.1 Reporting/ROI
SO.3.2 Tools
SO.3.3 Emergency
SO.4 What's new?

Things to note

- There are multiple entry points to topics based on users' interest - but the topics are relatively solid
- Users self-select difficulty based on language
- The flow reflects the topic overlaps that naturally occur in digital marketing rather than arbitrary disciplinary distinction
- Because of those overlaps, there are 53 total pages needed (based on 5 different templates)

Mockups



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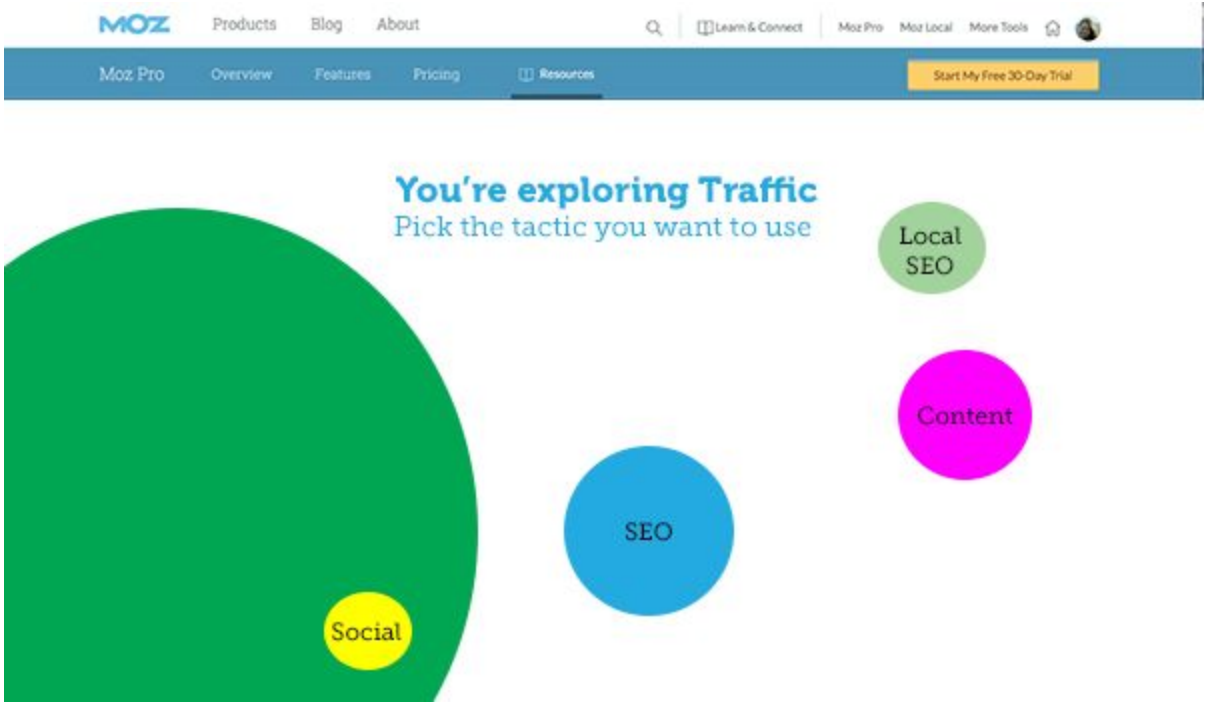
Engagement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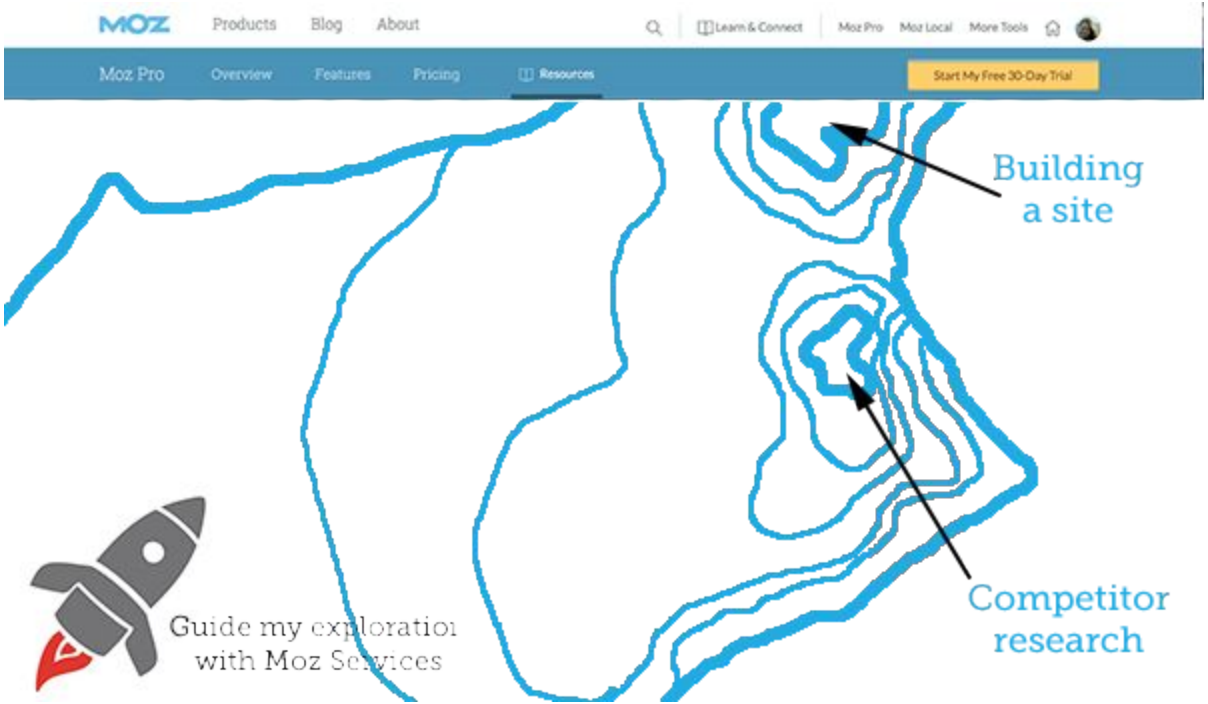
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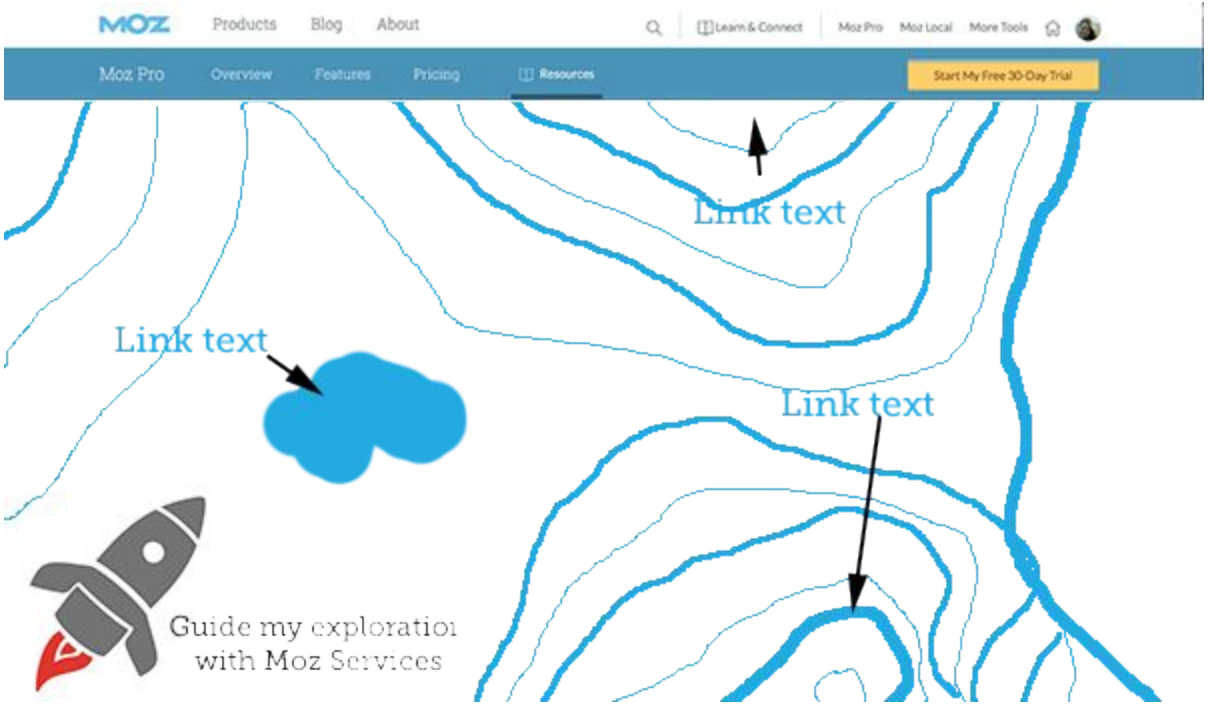
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Link text
Link text
Link text
Guide my exploration
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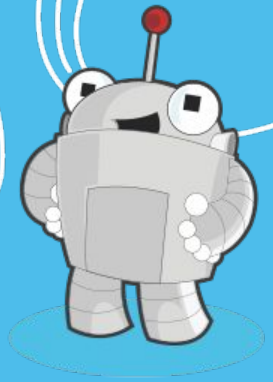
Things to note

- Field guide approach appeals to the scientific minded tinkerer - the curious type of person who will ultimately get the most out of playing with our tools
- Iconography carries through to reinforce a sense of location (note, I used icons from last year's CYOA blog post, I'd expect actual icons from Design)
- Colors carry through and match our product branding, building a subtle relationship between that content and our related product

Next steps

What’s coming up

- Verify (with Trevor and Courtney) that this is the right approach
- Map actual content to each of the 53 slides
- Identify gaps/outdated content
- Make a plan for filling those gaps
- Get Design started on templates and iconography
- Think BIG about form
- Consider gamification and certification

The End.