

Marketing - Reach - 1st step

Sale - 2nd step

Offline

TM

Online

DM

Tv

Laptop/mobile

Radio

Internet

Business card

Knowledge of tools

Pamphlet

G - F/M

On Call

Text

Mouth Verbal - Amway

News Papers

Conversion rate: 0-3%

3-30%

Audience

Visitors - 1st

Users - 2nd

Customers - Buy

Sales Funnel

1. Marketing - Reach
2. Consideration - Yes or No - sample, 7 days trial, free demo, 5 rides, 2 orders free, Gift.
3. Sale - When sm1 starts knowing ur prod/srvs then the sales start.
4. Retention - Give a better sol like a call on amazon.

Iphone	pro	max
\$299	\$399	\$499

Iphone	max
\$299	\$499

Coke

S	M	L
50	80	90

S	L
50	90

Coke - Rs 70
Popcorn - Rs 50
Total - Rs 120/-

Today's Deal Coke + Free Pepsi
In Just Rs 119/-

Find Brand Name

Own Business

Known Business

Skill

Talent

Digital Marketing Agency

Q. How to Find a Brand Name?

1. Get idea from Google
2. Check competition
3. Check Domain Availability - Godaddy
4. Check Trademark Policy.

Graphic Design (Creatives)

Canva.com

A logo is designed as with the mixture of 2 segments

- Element
- Text

Note: Must have a color palette before designing the logo. Visit: colorhunt.co

Website - design

Domain - \$10

Hosting - \$49

CMS - Content management System (Wordpress, shopify, wix, joomla, drupal, magento 2.0)

WP - Open Source SO it's free.

Web Design - You

How to gain the access of your website admin?

www.site-name.com/wp-admin

or

/wp-admin/

After login

Steps:

Appearance - Theme - Add new - Oceanwp - install & activate.

Appearance -

Customize - Site Identity - Site Title, Tagline & Site Icon.

Customize - Homepage Settings - Select Static Page - Homepage: Home & Post Page: Blog - Publish.

- Header - logo - Select logo - Publish.

- Menu - Name: Create menu -

- Location main - Next - Add items - Add Pages - Publish.

Elementor:

Go to homepage - edit with elementor

Bottom left page layout settings - full width

Add new section - single column - top left - layout
- height min - increase accordingly.

Above the fold - 4 types of Background

- Single image/ single color - classic
- Gradient - mixture of 2 colors
- Video
- Slideshow

Note: No copyright images:

Pexels, pixabay, unsplash, flickr, freepik

Middle of the fold

About us

Why choose us

services/products

Featured services / featured products

Portfolio/gallery/

Below of the fold

Testimonial

Review

Team

Clients

Call to action - call now

Brand Name

Personal Branding - BMW

Omni Channel

Service

Blog

eCommerce

Domain - Web Address

Hosting - Storage

CMS - Content management system -

wordpress, shopify, wix, etc.

Web design - You.

CMS - Content management system

Wordpress.

Website = Domain + Hosting.

Web design = You

Wpform

Call button

Chat button

Mobile responsive

Seo (Search Engine Optimisation)

Types of Search Engine

- Google - 85%
- Yahoo
- Bing
- Duckduck.go
- Ask
- Baidu - Chinese
- Yandex - Russian

Types of SEO

1. On Page
2. Off Page
3. Technical Seo
4. Local Seo

SERP - Search engine Result Pages

How Search Engines Work?

3 steps

1. Crawling - Read out
2. Indexing
3. Retrieving

Crawling: Crawlers , Robots, Bots, googlebots, spiders, etc.

Indexing - Stored

Retrieving : Results

What are Search Engine techniques?

White Hat: Follow all rules & regulations

Grey Hat : Copy escape & Spinner

Black Hat ; Cloaking, User perspective differs from crawler perspective.

On Page Seo

- Text, Fonts, colors, Architecture

1. Keyword
2. Content

3 types of keywords

Single word: Digital Marketing, Seo - Big Business

Short tail: Best Digital Marketing, Learn DM - Small Business

Long tail: Best learn dm, Learn DM in delhi - Small Business

Keyword Terminology:

5 Types:

Keyword Density: 2-3% or 2-3 words/100 words

Keyword Stuffing - Above 10%

Keyword Proximity: Gap of 10 words.

LSI - Latent Semantic Index - Synonyms

Keyword Prominence - Snippets

Title Tag - KW1 + KW2 + Brand Name
slug/url

Meta Description - CTA

Help with seo tool: Yoast seo

Go to your website: install plugin - Yoast seo.

How to do Keyword Research?

Tools:

Free - Google Keyword Planner

Paid - Ubersuggest, Moz, Semrush, Ahref, Seoptimer, Seo Ranking, etc

Keyword Research

1. Volume (Monthly Traffic)
2. Competition

Crawling

Follow No-Follow

Index No-Index

Canonical Links

Robots.txt

Sitemap - www.site-name.com/sitemap_index.xml

Or www.site-name.com/sitemap.xml

Google Search Console

- Health Report
 - Performance
 - Erros
 - Core Web Vital
 - Index Remove
 - Index
 - Sitemap
 - Backlinks
 - Page Speed Insight

CTR = Click through rate

Formula = Clicks/impressions * 100% = CTR%

Clicks = 10

Imp. = 100

$10/100 * 100\% = 10\%$ CTR

Tools for Speed:

GTmetrix

Pingdom

Page speed insight by google

Off Page - Link Building

Follow Links - Quality

No Follow Links - Quantity

- Quality Backlinks - On High Domain Authority(DA).
- Quantity BL - On any DA website.

What is Domain Authority?

- DA is developed by a tool called moz. Its range comes between 1-100
- Popularity

It can increase by traffic or Earn Follow links or backlinks for your webpages. So that google bots can judge you as popular in the market.

Tier 3 = 1-10

Basic Websites

Tier 2 = 11-39

Normal & Good websites.

Tier 1 = 40-100

Youtube, etc.

Best Websites: wikipedia, instagram, fb,

Link Submission:

- Article submission - by your name.
- Guest Posting - Writeforus: Keyword
- Image submission - Pinterest
- Social bookmarking - Social sites
- Business directories - Just dial, indiamart, yelp, yellow pages, white pages, signalhire, etc.
- Business classified - Olx, Quikr, etc
- Q&As - Quora
- Comments
- Web 2.0 - subdomains and profiles.
- Forums - Community.
- pdf/ppt submission - scribd, slideshare

Chrome extensions Tools: Ubersuggest & Similar web
Local Seo - Google My business

Gym, bakery, Insti, Schools, Salon,

Ranking Factors:

- Prominence - Title
- Placements - Nearby
- Attribution - Review includes Keyword

Technical Seo

Web Speed:

Gtmetrix

Pingdom

Page speed insight by Google

Speed Booster plugins:

WpRocket

W3Total Cache

LiteSpeed Cache

Tips:

Remove unused plugins

Remove extra images

Compress the size of image

Image optimisation

SEO framework:

1. **A set of strategies, processes, and tools** that guide how you approach optimizing a website for search engines. It focuses on:
 - **Technical SEO:** Handling website structure, code optimization, speed, and mobile-friendliness.
 - **On-page SEO:** Optimizing content, keywords, titles, meta tags, and internal linking.

- **Off-page SEO:** Managing backlinks, brand mentions, and social signals.
 - **Content Strategy:** Building keyword-focused, user-friendly content.
 - **Data and Analytics:** Measuring performance with tools like Google Analytics, Google Search Console, and other SEO tools.
2. **It provides flexibility:** Unlike pre-built SEO tools like Yoast, which automate and guide many steps for you, a framework allows you to customize each aspect. You can set your own SEO rules, modify strategies as search engine algorithms change, and incorporate advanced methods like schema markup, content clusters, etc.

Key Elements of an SEO Framework:

1. **Planning and Goal Setting:**
 - Establish the objectives (e.g., organic traffic increase, higher ranking on certain keywords).
 - Identify your target audience and competitors.
2. **Technical SEO:**
 - Optimize site structure (clean URLs, XML sitemaps, robot.txt, etc.).
 - Ensure mobile responsiveness, fast loading speed, and secure HTTPS protocols.
 - Implement schema markup for better search visibility.
3. **Keyword Research and Strategy:**
 - Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find relevant keywords.
 - Identify short-tail and long-tail keywords that align with your business goals.
4. **Content Creation and Optimization:**
 - Develop high-quality, relevant, and user-friendly content.
 - Optimize for keyword density, internal linking, and content readability.
5. **On-Page Optimization:**
 - Ensure meta tags, headers (H1, H2), alt tags, and URL structures are SEO-friendly.
 - Use keywords in strategic places without overstuffing.
6. **Off-Page SEO:**
 - Build backlinks from high-authority websites.
 - Develop partnerships, PR, and outreach for link-building campaigns.
7. **Analytics and Monitoring:**
 - Regularly track performance with tools (Google Analytics, Search Console).
 - Adjust the strategy based on data and algorithm updates.
8. **Adaptation:**
 - Stay updated with search engine algorithms, which evolve frequently.
 - Continuously refine the SEO strategies based on what's working or needs improvement.

Google Ads

Gmail ID: 1 Main ID

10 Different Ad Account : 10 clients

Ad Accounts - Funds. (Organization)

10 Digit ID: CID (Customer identification no.)

Top of the Page - 4 Ads

Bottom - 3 ads

Total 7 ads on one page of google.

No. 1 Ad - Absolute top of the page

Gmail ID:

- Ad Account - Funds.

- Campaign

- Bid Strategy (Rs)

- Budget - It is an amount that we spend for a day

- Location - Country, Region, City, Pin Code & Radius
- Date & Time Scheduling

- Ad Group - Insert Keywords

3 Match Types

- Broad Match - Digital Marketing, Black Shoes - Big Business
- Phrase Match

Vivo, Relame, iphone

- Ad Copys - Title, Final URL, Description

Display Ad (Image Ad) [Website & Apps]

- Bid Strategy

- Viewable CPM - Cost Per mile - Cost per 1000 Impressions
Impression count when 50% ad appeared and held for 1 sec.

Rs 0.15 - Rs 150(1000 impress)

Ad account - 5000

Daily budget - 1000/day

15,16,17

3000 exhaust

Rs 50 * 100 = Rs 5000

10 users = Lead

5 visit = 2-3

25K

50K

75K

30,000

Audience

- Affinity (Interest & Habits)
- In-Market - Intention to purchase
 - Life event - Marriage, Job, Purchase, Retirement, Education.
- Demographics - Age, Gender, Household income, Marital status.

Add Targeting

- Demographics
- Topic
- Placements - youtube channel, Yt videos, Apps, Websites
- Keywords - buy iphone

Video Ads -

Bid Strategy:

CPM - Cost Per mile - Cost per 1000 Impressions - 50% ad appear and hold 2 sec.

CPV - Cost Per Trueview - When we watch the ad for 30 sec or min of its length.

Ad Types:

Bumper Ad : 6 Sec Non-Skippable

In-Stream Skippable Ad - 5 Sec Skip

In-Stream Non-Skippable - 20 Sec.

Masthead Ad - Front door on youtube in Country

(Per Day Budget - \$300K, 2.5 crore/day)

Remarketing, Conversion, Extensions, Google Settings, Negative keywords, auction insight, IP Exclusion, Quality Score.

Conversion: Website - Add-to-cart/ Lead form page - Submit/buynow - Thank You Page.

Extensions:

Sitelink: download brochure, contact us, get free demo, next batch details, Enquiry now,

Structured snippets: (coma ,) Services

Call out: USP or Speciality : 24/7 assistance (dot .)

Call: Phone

Image ext

Location

Lead form

Affiliate

Price

Remarketing:

A = Page add-to-cart

B = Page Thank-you

And | OR Rule

And = A & B

OR = Either A Or B

CTR = Click through rate

Formula: Clicks/impression * 100% = CTR%

Clicks = 10

Impression = 100

$10/100 * 100\% = 10\% \text{ CTR}$

Ad Rank: Bid (Rs) * Quality Score

Shilpa - Rs 10 * 2 = Rs 20

Govind - Rs 7 * 3 = Rs 21

Digital marketing in just Rs 10,000

Learn Digital Marketing -

Quality Score = 1-10

Ad Relevance = Rajma Chawal -

Landing Page Experience - Same keywords On Landing Page

CTR = 100% Placement rate

Landing Page: The product/Service we are going to promote as marketing by PPC or Paid Advertisement.

Tools: Free: Wordpress - Elementor

Paid: Convertkit, Mailchimp, Zoho, Zapier, Clickfunnels, Mailerlite, Hubspot.

Features:

Logo - No Menu(elementor canvas) - Contact No.
Hero Image - USPs- Lead Form/Registration Form

Note: Lead Form (For Quality leads make your form longer as ask questions)

Proof - Video or About us/ Who we are?

Why Choose us:

What you will get

Why is it beneficial for you?

Opportunities

Gallery or portfolio

Reviews

Brands/Clients

Stars & Ratings

Contact details

Note: CTA - Call to actions in the mid a few times.

Live Chat Option

Whatsapp & Call button

Social Media

Facebook - 3.1 Billion

Instagram - 2.4 B

Instagram IN - 300m

Linked in - 1 Billions

Audience Database - Saree - Female

Pull

Push

Want

Wish

Social Media Ads - Display Ads/ Wish Based

Facebook:

Organic - Free engagement (likes, subscribe, share & Comment)

Inorganic - Ads (Lead, Call, Message, Web traffic, Reach, Sale)

Facebook

- Boost Post (existing content/post)

- Ad - Create Post/Ad

Facebook Optimization (SMO)

1. Personal Account
2. Creator Account - artist
3. Business account - Service/product

Facebook login

- Business page/Blog Page
- Group Creation
- Content Calendar

Facebook engagement rate:

Text - 3%

Image - 10%

Video - 10%

Live - 10%+

Instagram 100% engagement Rate

Live - 100% Notification

Fb - 100 friends - 10 friends like

But if you follow a group n post a content

Then, Group followers 1000

According 10% rate -

Image will get 100 likes.

6 months

When social media announce a new feature then use it bcoz it will give you a very high engagement.

Content Type:

Wow

Informative

Funny

Helpful

Exclude:

Racism

Hate Speech

Type of Post:

1. Evergreen
2. How to
3. Polls
4. Stats
5. Industries specific
6. Native link (Pay to play mode - never put link in the desc. In free engagement it gets down from 10 - 3% , So Always do write in the caption - Link in the comment section below.)
7. Weekly roundups
8. Give-aways - Gift for a best comment.
9. Shoutout -
10. Don't always put your business pics sometime show your personal life as well like 10-20%

Facebook Ads Manager

Meta Business Suite

Adsmanager.facebook.com

- Ads Manager

Ad Account - ID - Funds

Ads Manager

- Campaign - Budget, Bid Type

- Ad sets - Location, Audience, Placements, Date & Time

- Ad Copy - Primary Text, Image, Final URL

Pixel: It is just for tracking the audience report on your website or landing page.

Audience:

Custom - Remarketing (for those who actually came on your website)

Lookalike - Who are similar to those have come to my website.

Email Marketing:

Tool: aweber, constant contact, zapier, Mailchimp

Premium: Paid

Fremium: Mailchimp

Mail:

- Text
- Template

Audience: 1

Tags: multiple

Spam Trigger Words:

<https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx>

Youtube SEO

Chrome extension - VidIQ

Score: 100

50 - Actionable (You)

50 - Performance (User)

Actionable: Title, Tags, Description, Thumbnail, playlist.

Performance: likes/dislikes, comment, share, avg. view duration video & channel health.

Copyright issue:

7 days Warning:

Strike: validity 90 days

If

Your channel gets 3 strikes within 90 days then your channel will be suspended.

License:

standard: You have copyright

CC - Creative common: No Copyrights

Thumbnail: 1280 by 720 Px

Face: above the navel, on the chest

Company: Industry related, Logo

Character : 30 characters

Background Colors: orange, purple/blue, grey

Text: black, white, gold.

Not use in background: Black & White

Video upload

2-3 mins - alot of funny elements, Broad keyword: Football

5-10 mins, Short Tail keyword: "How to" few funny elements

Infinite length: Target specific

funny elements don't matter.

Boya Mic: amazon

a bad quality of video can be ok but a bad quality of audio is not good.

Black magic - Davinci resolves Free for all.

Mac: Final cut pro

Filmora software

Inshot

Capcut

Canva: Shorts & reels

Monetization:

4000 - Watching hours

1000 - Subscribers

Shorts - length max 1 min.

9:16 Ratio of video within the 1 min then it will be automatically uploaded as a short video. (No Thumbnail for shorts)

Publisher - You (website) 68%

Advertiser - godaddy (1000) 100%

Network - google ads - 32%

Affiliate Marketing

Find a Partner program in the footer or google of any website or company.

Company marketing - 30% budget

Affiliate - Performance marketing Commission

It is nothing but when you promote the product/service of a company and it gets sold out so you earn some commission.

Amazon URL Cookie limit: 90 days

And your entire cart's products will be counted as a conversion

made by you.

Local Business:

Tools: Google my Business / GMB

Gym, Hair Salon, Institution, Schools, Bakery, Cafes, Shops, Marts, Boutique, etc.

Rank on

One Box or 3 pack results.

Local Business seo

3 Steps:

1. Prominence - Keyword in Title
2. Placement - How far it is
3. Attributes: Keyword in Reviews

Best place to learn guitar in PP

Freelancing:

Website Design

Social Media ads

Seo

Google ads

Website

Fb ads

Leads/Call - data

eMail Marketing

Link - Marketing

Tools:

Fiverr

Freelancer.in or .com

Upwork

MarketPlace Selling

Add a category or search for product

GTIN Blank after generating

Brand name should be on product or generic

Manufacturer Part number can be SKU (

SKU different for every product number not same

offer tab

HSN code on google also provide the gst

Self ship - 3rd party delivery and everything on my side - Cost to 3rdb party

easy ship - only packing my side and amazon will take it - Cost - every time when we ship it shows me a product on help us blog i can see the rates

Fulfilled by amazon first enroll- only stock before already submit product in amazon's warehouse, Costing - /product or monthly

call to amazon for rates

Fulfillment center shelf life - when they open then expiry starts by days.

Description

Search Engine Optimisation

What is a search engine?

- Google - 85-91% - 1998
- Yahoo
- Bing - microsoft
- Aol
- Ask
- Duckduckgo
- Yandex - Russian
- Baidu - Chinese

5000 - 400 GST - USA - fb -

Google launched in 1998

- Larry Page, Sergey Brin

Ram: 256 MB

How does a search engine work?

3 steps:

1. Crawling
2. Indexing - no
3. Retrieving

Crawling: Read out the content

Crawlers, google bots, robots, spiders, etc.

Indexing - Stored

Retrieving: Rank on Google's SERP

SERP: Search engine result pages

Why is it important to rank on google's 1st Page/SERP?

- Google's 1st page carries 91% traffic and over top 4 results get 72% traffic?

Types of Seo

On Page

Off Page

Technical Seo - Speed & accelerate

Local Seo - Walk -in , Limited far away from you.

On Page: On your website (Text, Colors, Fonts, Architecture) - UI/UX

Off Page - Off your Website - Popularity - backlink

ON Page:

Keywords

Content

Types of keywords:

Single word: Digital Marketing, SEO,

Short tail: How to do digital marketing

Long Tail: how to do seo in digital marketing?

Search engine optimisation

Keyword terminology:

1. Keyword density: 2-3% or 2-3 words per 100 words
2. Keyword Stuffing: 10% keywords above
3. Keyword Proximity: Gap of 10 words

Learn digital marketing - Search term (google)

Learn digital marketing

4. LSI - Latent Semantic Index

Synonyms & Categories

Women shoes - ladies footwear,

Mobile - Phone

5. Keyword Prominence

Snippets - Meta Tags

Meta Tags: Title tag, Meta description, Slug/URL

Keyword Research: Tools

Tool: Yoast Seo

Keyword prominence or snippets:

Meta tags

Title tag: KW1 + KW2 + Brand Name

Meta description

Slug/URL

Create Prominence by tool:

Yoast seo

Content Creation:

Simple English

2-3 lines paragraphs

Include questions?

Include images/videos

Use Headings H1, H2, H3....H6

Internal Links

Bulletin points

Numerical Values

What's coming Next

Note: Before creation -

- Content idea
- Content Development
- Content Goal

Task:

Post Categories

Post Create

Crawling:

Follow No Follow

Index No Index

Sitemaps

Canonical links

Robots.txt

Google Search Console:

Google search - A,B,C,D - Polo Shirt

Same website:

Page : 1 - A,B,C,D, E - Polo Shirt NB - Main Page - Canonical link

Page : 2 - A, B, C, D, F - Polo Shirt Black

Similar info.

Machines: dimension

Clothes:

Congratulations: Google

Wp admin

Robots.txt

Google Search Console:

Health Report:

Performance

Index

Sitemap

Keyword/Query

Country

Pages

Backlink

Errors

Formula of CTR:

Click through rate: $\text{Clicks/Impression} * 100\%$

Click - 10

Impression - 100

$10/100 * 100\% = 10\% \text{ CTR}$

Voice Integration:

Cortana
Google Assistant
Hey Siri
Alexa

Which featured snippet shows the result and the result would be ranked by seo so it will be known as Zero Position.

Structured Data Markup Helper

Keyword Research:

Tools
Google Keyword Planner - Free
Ubersuggest
Moz
Ahref
Semrush
Seoptimer
Seoranking
Etc

Chrome extension:

Uber Suggest
Similar Web

Seo tips - 10

Seo best tips - 1 million

Max Shopping
Sharma Store

Gupta Clinic
Lal Path Labs

Google - Recommend in the term of results.

User Experience

Off Page: - Backlinks

Domain Authority

1-100 Score

Tier 3 : 1-10

Tier 2 : 11-39

Tier 1 : 40 - 100

Brand name or Link

Link Submission:

Guest Posting: writeforus: Keyword

Article Submission

Classified: olx, Quickr

Business Directories: Just dial, Indiamart, White pages, yellow pages

Image Submission: Pinterest

Pdf/PPT, slideshare, 4shared

Comments

Forums: Community

Page Building

Web 2.0: Subdomain - Profiles

PR - Press Release: News article

Social Bookmarking: Social Tagging

Q&As: Quora

Note: Backlink is just for crawlers not for users.

Mobile Marketing

How to make our site more Mobile friendly?

- Responsive vs. AMP
- Page Load Speed: Gtmetrix, Google Page Speed Insight, Pingdom
- Chat Integration (Whatsapp Chat)

- Pagination
- `<a href="tel:91-9999999999">Call Now</a>`
- `<a href="mailto:youremail@email.com">youremail@email.com</a>`

Social Media

- Your Presence Should be on all Social media platforms
- Use Call to Action
- Instagram/fb Marketing

Search Engine Marketing

- Use Call Only Campaigns
- Use Call Extension
- Choose Specific Devices to run ads

ASO: App Store Optimisation

SEO:

Keyword in Title

Keyword in App Description (About 500 words or more)

Upload HD Quality Screenshots with alt text

Add Small Video Max 1 min

Create Backlinks of App URL

Do Coupon Submission

Run Referral Programs

Encourage App installs

SEM:

Run App install Campaigns (PPI) - UAC

Encourage App Exclusive offers via Youtube advertisements

Or Direct Promotion

SMO & SMM:

Run App install Campaigns

Referral Programs

Build App awareness by Creative Measures

ORM - Online Reputation Management

SEO:

1. Domain - 3 - Review Forum websites
2. Web 2.0 - 2
3. Forums - 1
4. Use of Images - 1
5. Use of Videos - 1
6. Use of Review Forums
7. PBN/PR - 2
8. BBB - Foreign Business

SMO & SMM

1. Delete unwanted comments
2. Brand Presence manage on all social media platforms

SEM

1. Use of Negative keyword
2. Use of brand keyword (Personal Branding)

Tools:

Google Alerts.

eCommerce

Create a Shop Online - Wordpress

Appearance - themes - Add new - Oceanwp

Plugin - Add new - Oceanextra - install

For Product Installation

Plugin - add new - WooCommerce - Install

WooCommerce Settings: 2 Types

- WooCommerce Settings
- Product Settings/Add

WooCommerce - Settings

- Currency
- Shipping Class
- Payment Method
- Account Creation
- Email
- Coupon

Product Installation:

- Title
- Description - Short & Long
- Product Main Image
- Product Gallery
- Tags & Categories

Woocommerce Tab:

- Product data - Variable Products

- Inventory - SKU (Stock Keeping Unit)
Unique identifier for each product
- Linked Products - Upsell (You may also like),
Cross sell - Inside add to cart
- Attributes - Size & Colors
- Variable

Google Analytics

Realtime - Past 30 hr

Audience - User, New Users, Sessions, demographics -geo
gender

Acquisition - platform, device, source/medium, paid, organic

Behavior - page views , bounce rate, exit rate,

Conversions - Goal

A - 50K

B - 10K