

Overview:

This assignment will cover the topics studied in Week 6. Learners are strictly prohibited from using AI tools or any external aids. You are encouraged to complete the assignment using your knowledge and intellect. Please ensure the assignment is submitted on time.

Assignment Questions:

- What are some common SEO techniques to optimize ad campaigns, and how do they help improve online visibility? (Theory)
- Create a personal brand strategy for yourself as a digital marketer. What platforms will you use, and how will you position yourself to attract clients or employers?(Applications)

Marking Criteria:

| Question Type | Marking Scheme |
|---------------|----------------|
| Theory | 20 |
| Application | 30 |

Total Marks:50

Passing Grade:20

Submission Instructions:

File Format: Students are required to submit the assignment in either **.doc** or **.pdf** format only.

Content: The document must include:

- Answers to the questions.
- Screenshots of all content being displayed with proper explanation

Header Information: At the top of the document, please specify:

- Your **Full Name**.
- Your **Student ID Number**.

Submission Method: Upload your completed assignment via the submission portal provided on the course website.

For Queries: If you have any questions or face issues, please contact me via email at sirjanghimore999@gmail.com.