

# A Web Application of Employee Selection Process Management

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**Abstract:** SEO is a procedure of influencing the perspective of a site page in a query output. By and large, the most hunt on query items page, the more number of guests it will get from web search tool customers. SEO may target different sorts of request including pictures, neighborhood, features and news seek. As a web showcasing procedure, SEO considers how internet searchers work, what individuals scan for, the genuine terms or watchwords wrote and which web crawlers are favored by its clients. Hoisting a site to grow the amount of back links or inbound associations is another trap of SEO.

**Keywords:** MOZ Bar, Screaming Frog, Pattern Categories.

## 1. Introduction

Digital Marketing:

Marketing makes use of electronic devices such as personal computer, smart phones, cell phones, tablets, gaming consoles to connect with stakeholders. Digital Marketing uses technologies or platforms such as websites, emails, applications and social network. Digital Showcasing can be through non web channels like TV, radio, SMS or through web channels like online networking, email-advertisements, flag promotions and so on. Social networking advertising is additionally a piece of computerized showcasing. Computerized Marketing is turning out to be

more prevalent with advertisers as it permits them to follow their Return on Investment(ROI) all the more precisely contrasted with other advertising channels. Computerized showcasing uses advanced channels to promote products and services to consumers and business.

### 1.1 Facebook in digital marketing:

Online networking and inbound showcasing are progressively essential resources for organizations to get found by and connect with potential purchasers on the web. Consider the way you discover data about items and administrations – would you say you are sitting in front of the TV advertisements? Experiencing your garbage mail? Then again would you say you are heading off to a web crawler or a companion? Individuals have shown signs of improvement and better at overlooking showcasing messages with DVRs, guest ID, and spam channels, and rather go to Google and informal organizations for answers to their inquiries. The inquiry for you is: will you be there to answer it. Facebook is not an insidious time-waster, a group only for undergrads, or something alarming or unessential for advertisers – even you B2B people. Facebook is an instrument for interfacing individuals with people around them. Also, as with any web organizing mechanical assembly, publicists have an opportunity to use Facebook to develop their

online foot formed impression and attract with customers clearly.

At the same time, yes, it can be hard to make sense of what you can and ought to do. What's more, yes, it can be truly an accomplishment to persuade your CEO to give you a chance to consolidate Facebook or a bigger social networking methodology into your advertising arrangement. In any case, equipped with the right information and measurements, it is conceivable.

## 2. Existing System

- Pages permit you to assign numerous heads, so you can have different individuals help deal with the record, and if one of your directors leaves the organization, you can in any case have control over the Page.
- Pages are, naturally, open and will begin positioning in Facebook and open query items.
- Pages are part into distinctive classifications (nearby organizations, brands, performers) that help you get recorded in more applicable list items.
- Personal profiles have companions, which require shared acknowledgement, while anybody can turn into an enthusiast of your Page without first experiencing executive endorsement.

### 2.1 Automation Scope

SEO and Facebook Marketing is designed to improve the marketing through online. The process begins when a user logs in looks for the product description and buys it. Internet marketing is most powerful and cheaper platform to promote your business and pull potential customer base. Digital

marketing is totally different from traditional approach of marketing products and services. This cuts down the gap between customers and sellers to great extent. Getting feedback and review is very easy. Feedback is used to improve the product quality and service. Digital marketing has become more preferred medium of promotion as it provides basic facts and statistics regarding the campaign cost, conversion rate and traffic. This depends upon customers engagement through reach act-convert-engage (racc) process.

Facebook is a social utility for interfacing individuals with people around them – companions, family, collaborators, or essentially others with comparable hobbies. Facebook began in 2004 as a shut group for undergrads (obliging clients to sign up with a legitimate college email address) however has subsequent to extended past that to secondary schools, organizations, provincial systems, or any client over the world. Facebook permits clients to interface and offer data in an assortment of ways.

- Scope of the System:
- Admin, User and Seller have to register themselves in the system.
- Responsive web based application.
- Secure login information.
- In this application we can post or advertise the Product details.
- Authority person any point of time they can reject the person and they accept the person.

Proposed System: In proposed system trading is completely automated, and this reduce the manual work and we have used ajax where it will not reload the

whole page, it will reload part of it which is needed and in early systems data was sent from one module to another module through normal array and here we will send through Java Script Object Notation so data passing will more efficient. For front end designing, bootstrap have been used and it will be more flexible and portable to other device.

In existing system it will load pages for each module or for any feature and it is not portable for other devices. They have not used ajax and jquery. So reloading of the page occurs for every feature. They have used html and css for designing so it cannot be portable for other devices. And also there is no way of communication with the user for any further details, for example through SMS or email and through mobile app.

### 3. Existing system

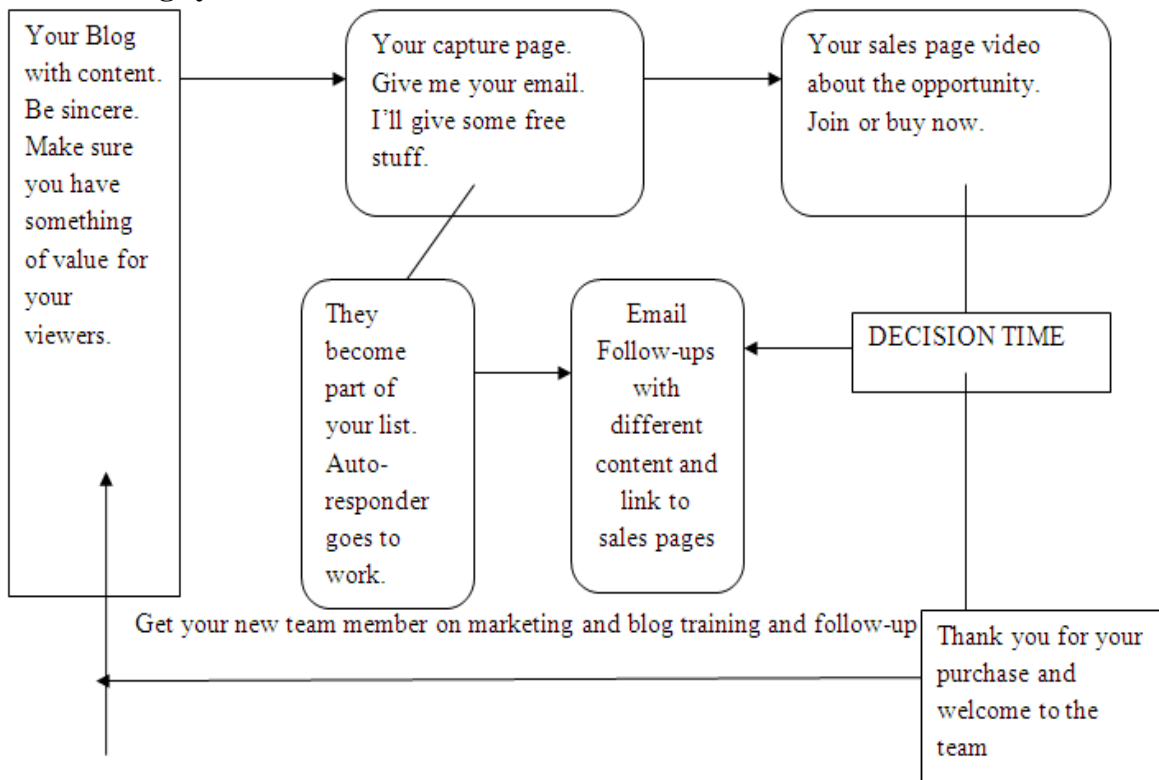


Figure 1: *SEO AND FACEBOOK MARKETING IN DIGITAL MARKETING*



Figure 2: The System Application and Review



Figure 3: System Outcomes and Reports

#### 4. Conclusion:

The overall understanding from this particular project is the importance of every single organization in this global market to have a strong digital marketing campaign. This globalization of the world markets have truly made the world a much smaller place bringing the end user endless varieties of products and services to choose from. In

essence, this means that it is that much more easier for a competitor to steal your existing clients from you through a slightly better approach at marketing their product. And this very difference could be that the competitor used a more effective digital marketing campaign and that's why you have lost your existing customer.

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