

# momentum

▶ digest

Monthly Bulletin

**SEO:**  
The powerful  
word that  
defines your  
growth online

**SUCCESS.  
SMILES &  
BEYOND.  
WE TURN 2!**

**SAY HELLO  
TO AI,  
THE NEW  
PHASE OF  
DIGITAL  
MARKETING**





# SEO: THE POWERFUL WORD THAT DEFINES YOUR GROWTH ONLINE

Every business demands a great online representation to build brand identity and strength. As time changes, adapting to the new possibilities of technology and social media platforms is an inevitable part of each venture.

Here comes the importance of SEO (Search Engine Optimization) for the growth of branding.

In simple words, SEO is the process of improving your website's visibility in Google, and other search engines whenever people search for the products you sell, information about something that you excel at, a service you provide, etc.

SEO assists in reaching your business website at the top of results when customers search.

Authority, Relevance, and Experience are considered the three strongest pillars of SEO.

Currently, there are 4 major types of SEO.

- **On-page SEO**

Easiest among all these SEOs, On-page SEO helps in boosting site visibility fast.

It includes optimizing website elements, adding keywords, meta descriptions & more to boost your business site.

- **Off-page SEO**

Occurring outside your website, these SEO activities declare to search engines & humans that your website is trustworthy and pertinent.

Using off-page SEO can drive website traffic, enhance brand reputation, and boost ranking.

- **Local SEO**

Focusing on gaining regional recognition and relevance, Local SEO acts clearly and attracts local clients to your website. It promotes the chances of decent sales & service at your business.

- **Technical SEO**

Known as the foundation of a website, Technical SEOs are developed during the time of the website building. Monitoring your site's performance is necessary.



**MOMENTUM DIGEST PUBLISHING**

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*Check out the talk on social media*



# SUCCESS. SMILES & BEYOND WE TURN 2!

The journey toward success is a combination of surprising moments, happiness, thrilling junctures, and more.

Here, Team Momentum is delighted to share that we are happily celebrating our second anniversary. Standing as one of the top-ranked digital marketing agencies in Qatar and South India, it was a story of hard work for us.

Established as a small enterprise in Qatar, Momentum started working with several clients and within a short span we gained their trust, and our team started growing rapidly.

With our professional team, we fulfill everyone's needs timely and extend the best digital & web service for each of them.

Momentum keeps the mission to fulfill our client's needs on time and makes them stronger on social media pages and enhances their business by developing websites to the best level.

Through this journey, we handled various clientele at the premium level.

Their satisfaction leads us to the path of success and constant growth.





Building a company from the root to establish brand trust & visibility, team Momentum gives core attention to every one of our clients.

For us, it is our passion to assist each company to carve identity in the market.

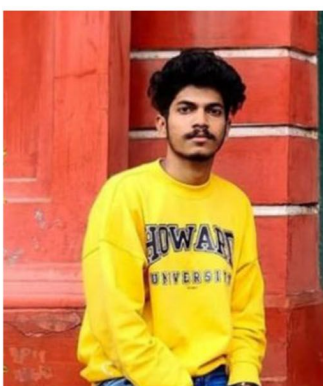
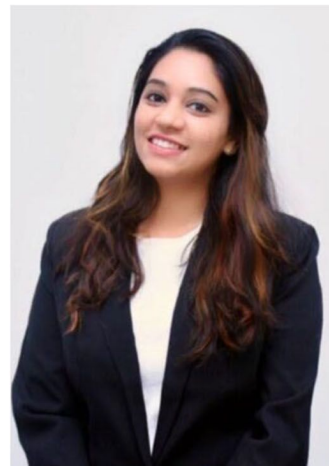
As a team who committed to providing you with the best, we are bound to keep our promise.

During this span, we made a core identity in the digital marketing industry of Qatar and South India.

We are delightfully thanking everyone who stood with us throughout our robust voyage.

“On this occasion, we thank every one of you for investing your trust in us. We are working together to bring you the best every day”. Says our Executive director, Mr. Saif Valanchery.

# OUR TEAM





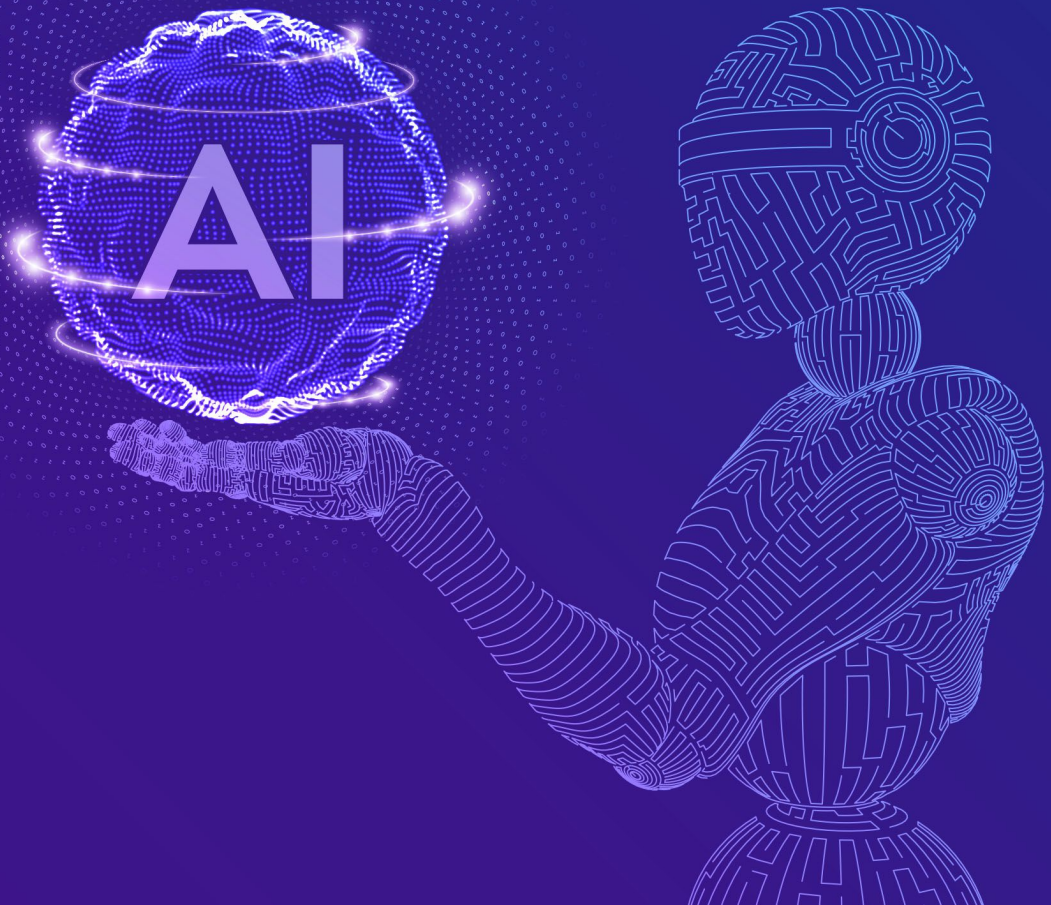
# SAY HELLO TO AI, THE NEW PHASE OF DIGITAL MARKETING

Artificial Intelligence (AI) conquers the paths of our lives.

In simple words, Artificial Intelligence can be defined as the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from experience.

Nowadays, Artificial intelligence has great involvement in the field of digital marketing.

Chatgpt, Midjourney, etc. are some of the AI tools that can be used in the area of digital marketing.



## ChatGPT

ChatGPT is a state-of-the-art conversational AI model based on the GPT-3.5 architecture. Trained on a massive corpus of text, it has the ability to generate human-like responses to a wide range of prompts, including questions, statements, and commands.

ChatGPT is capable of understanding and responding to natural language, making it a powerful tool for a variety of applications, from customer service to personal assistants. It is highly adaptable and can be customized to suit the needs of different industries and businesses. With its advanced capabilities, people can generate various content for websites, brochures, articles, social media platforms, and more.



## Midjourney

Created and hosted by a San Francisco-based independent research lab Midjourney, Inc. this app generates images from natural language descriptions known as 'prompts' provided by people. We can define Midjourney as a tool that converts texts to images.

With highly detailed prompts, you can get the desired image in ultimate quality.

Purely working under the strength of AI, Midjourney provides us with the best images.





# 2 TRENDS IN WEBSITE DEVELOPMENT

The field of Website development is growing with enormous options and thrilling factors. Let's see what are the two major trends in website development these days.



## 1- Progressive Web Apps (PWA)

Carrying the nature of mobile apps, Progressive Web Apps can be accessed through a web browser. They are designed to work offline to provide a fast & seamless user experience across various devices. They offer many of the benefits of native mobile apps without needing a separate app store.

## 2- Single-page Applications (SPA)

Normally built with JavaScript frameworks such as Vue.js, Angular Single-page Applications are web applications that load a single HTML page and update the content dynamically as the user interacts with the app. They extend a fast & responsive user experience similar to a native mobile app.

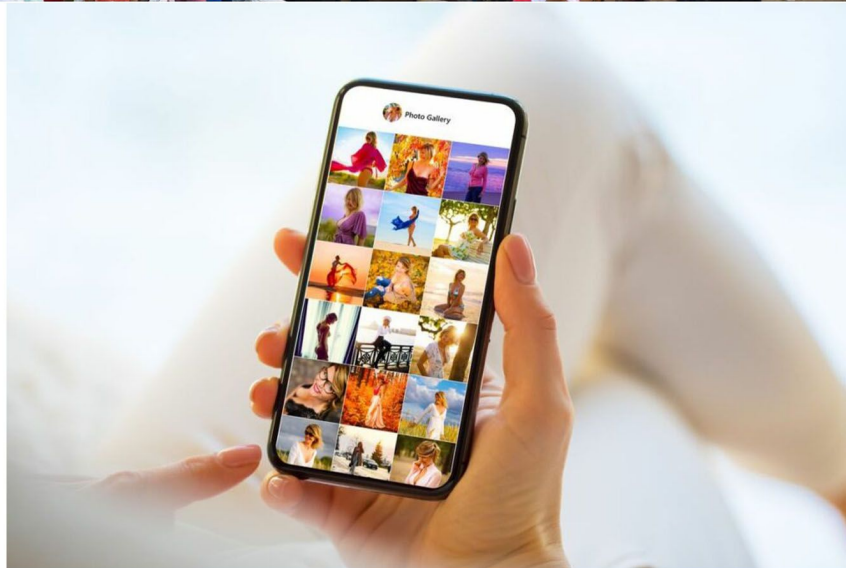




India overtakes China & gained the title of the 'Most populous country' in the world

# VIRALS NEWS

Kerala's first 'Vande Bharat Express' completed its second trial run



Per minute, 64,440 photos are posted on Instagram

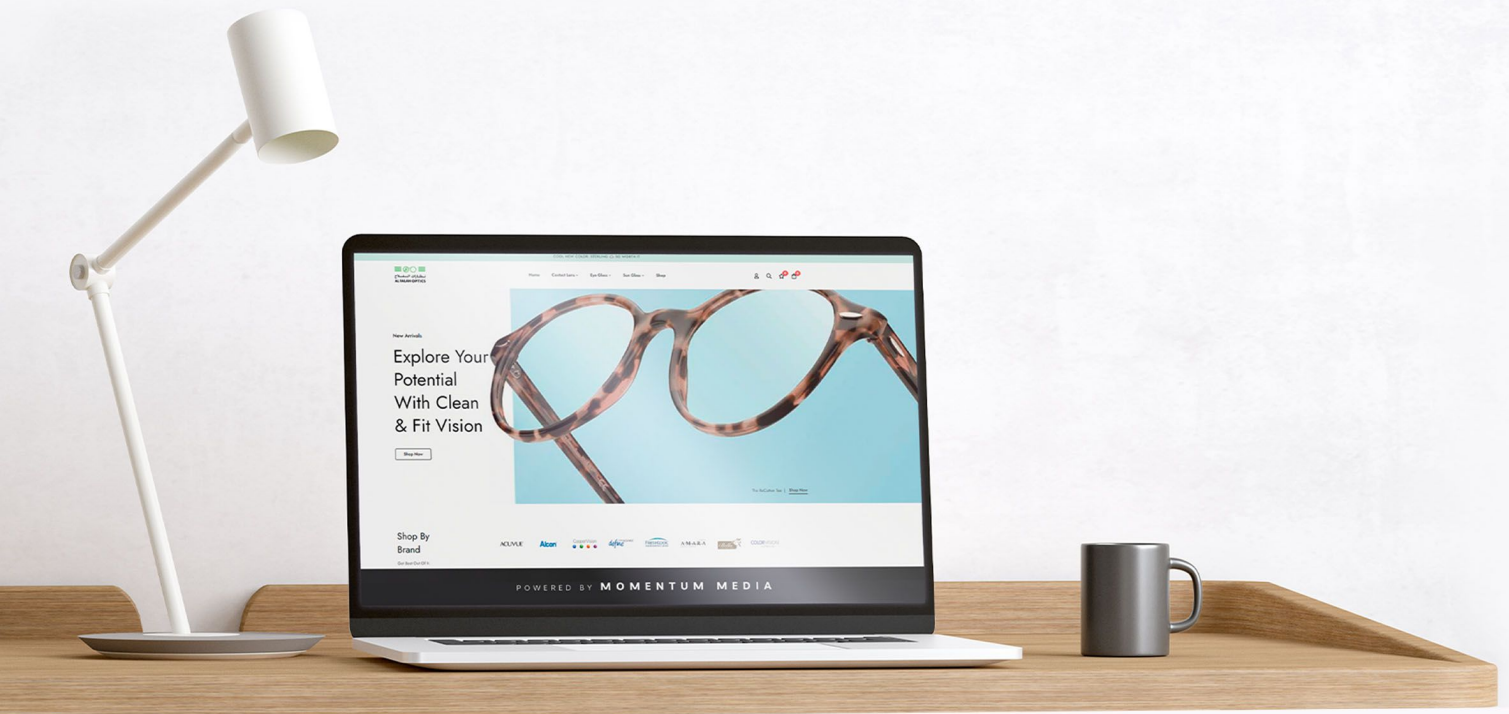










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