

Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide

By Mohid Khan | Mohidkhan.in | Updated for 2026

Introduction You searched for Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide. Learning digital marketing is easier when someone shows you the exact steps. At Mohidkhan.in, Mohid Khan breaks every topic into simple actions you can apply this week, even on a small budget. This 2026 guide follows that style. In this article we cover digital marketing and SEO from a practical Indian context, so you can act with confidence and avoid common penalties. **Measure ROI and Improve Every Week**



Install Google Analytics 4 with conversion events for calls, WhatsApp clicks, and form fills, plus UTM tags for every campaign. Every Monday review queries gaining impressions, pages with high impressions but low CTR, Core Web Vitals scores, and cost per lead by channel. Rewrite weak titles, compress images, fix internal orphans, and double budget only on proven winners. This weekly loop is the core of Mohid Khan audit process for steady 90-day growth. When applied to Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide, this step ensures your effort matches what users and Google expect in 2026.



Open Google Search Console to see existing queries, then expand with People Also Ask, Google Autocomplete, and competitor gap checks in Ahrefs or Semrush. Group queries by intent into one pillar topic plus ten supporting articles. [blackhat seo course](#) Assign one primary keyword per URL to avoid cannibalization. For local

intent, add city modifiers only where you genuinely serve. This topical map is how Mohid Khan builds authority that survives core updates. When applied to Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide, this step ensures your effort matches what users and Google expect in 2026.

Build Visibility With Outreach and Local Trust Publishing alone is not enough. Pitch five relevant bloggers weekly for guest posts or broken-link replacement, answer **blackhat seo expert** journalist queries for digital PR mentions, and list your business accurately on Google Business Profile with categories, services, photos, and weekly updates. Request honest reviews via QR follow-up after service. Earn five to ten quality referring domains per month with varied branded anchors instead of buying bulk links that trigger spam actions. When applied to Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide, this step ensures your effort matches what users and Google expect in 2026.

Create Helpful Content With Real Experience Google in 2026 rewards first-hand experience, original photos, pricing in INR, pros and cons from actual use, and clear next steps. Structure every article with a 40-word direct answer up top, followed by steps, comparison table, FAQs, and author bio with date. Add internal links to your pillar and related guides. One detailed 1200-word guide with screenshots outperforms ten thin 400-word posts and earns natural backlinks. When applied to Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide, this step ensures your effort matches what users and Google expect in 2026.

Start With Clarity on Goal and Customer Before any tactic, define one primary goal for the next 90 days, such as leads, sales, or bookings. Write down who your buyer is, what problem they search for, and which city or language they use. For example, a clinic in Jaipur targets treatment plus area queries, while a D2C brand targets best product for concern queries. This clarity decides keywords, content angles, and ad targeting. Without it, even good SEO and ads waste budget. When applied to Digital Marketing Funnel Explained: TOFU, MOFU, BOFU Guide, this step ensures your effort matches what users and Google expect in 2026.

Frequently Asked Questions

Q1. How long will results take? For new sites, expect early impressions in 30 days, page 2-3 movement by day 60, and stable leads by day 90 with consistent publishing and outreach.

Q2. Is this suitable for beginners with low budget? Yes. Start with free tools like Search Console, Analytics, and Business Profile, then reinvest from first wins into content and outreach.

Q3. How can Mohid Khan help? At Mohidkhan.in you get audits, 90-day roadmaps, and 1:1 consultation focused on