

Digital Marketing

Duration – 40 hours

Course Outlines:

MODULE 1: BASICS DIGITAL MARKETING

- ❖ Introduction To Online Digital Marketing
- ❖ Importance Of Digital Marketing
- ❖ How did Internet Marketing work?
- ❖ Traditional Vs. Digital Marketing
- ❖ Types of Digital Marketing
- ❖ Increasing Visibility
- ❖ Visitors' Engagement
- ❖ Bringing Targeted Traffic
- ❖ Lead Generation

MODULE 2: ANALYSIS AND KEYWORD RESEARCH

- ❖ Market Research
- ❖ Keyword Research And Analysis
- ❖ Types Of Keywords
- ❖ Tools Used For Keyword Research
- ❖ Localized Keyword Research
- ❖ Competitor Website Keyword Analysis
- ❖ Choosing Right Keywords To The Project

MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- ❖ Introduction To Search Engine Optimization
- ❖ How Did Search Engine work?
- ❖ SEO Fundamentals & Concepts
- ❖ Understanding The SERP
- ❖ Google Processing
- ❖ Indexing
- ❖ Crawling

MODULE 4: ON PAGE OPTIMIZATION

- ❖ Domain Selection
- ❖ Hosting Selection
- ❖ Meta Data Optimization
- ❖ URL Optimization
- ❖ Internal Linking
- ❖ 301 Redirection
- ❖ 404 Error Pages
- ❖ Canonical Implementation
- ❖ H1, H2, H3 Tags Optimization
- ❖ Image Optimization
- ❖ Landing Page Optimization
- ❖ No-Follow And Do-Follow
- ❖ Creating XML Sitemap
- ❖ Robot.txt

MODULE 5: OFF PAGE OPTIMIZATION

- ❖ Link Building Tips & Techniques
- ❖ Difference Between White Hat And Black Hat SEO
- ❖ Alexa Rank, Domain
- ❖ Link Acquisition Techniques
- ❖ Directory Submission
- ❖ Social Bookmarking Submission
- ❖ Search Engine Submission
- ❖ Web 2.0 Submission
- ❖ Article Submission
- ❖ Image Submission
- ❖ Video Submission
- ❖ Forum Submission
- ❖ PPT Submission
- ❖ PDF Submission
- ❖ Classified Submission
- ❖ Business Listing
- ❖ Blog Commenting
- ❖ Citations
- ❖ Profile link creations
- ❖ Infographics Submission

MODULE 6: SEO UPDATES AND ANALYSIS

- ❖ Google Panda,
- ❖ Penguin,
- ❖ Humming Bird Algorithm
- ❖ Google Penalties
- ❖ SEO Tools For Website Analysis And Optimization
- ❖ Competitor Website Analysis And Backlinks Building
- ❖ Backlinks Tracking, Monitoring, And Reporting

MODULE 7: LOCAL BUSINESS & GOOGLE MAPPING

- ❖ Creating Local Listing In Search Engine
- ❖ Google Places Setup (Including Images, Videos, Map Etc)
- ❖ Search Engine Visibility Reports
- ❖ Verification Of Listing
- ❖ Google Reviews

MODULE 8: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)

- ❖ Google Adwords
- ❖ Introduction To Online Advertising And Adwords
- ❖ Adwords Account And Campaign Basics
- ❖ Adwords Targeting And Placement
- ❖ Adwords Bidding And Budgeting
- ❖ Adwords Tools
- ❖ Opportunities

- ❖ Optimizing Performance
- ❖ Ads Type
- ❖ Bidding Strategies
- ❖ Search Network
- ❖ Display Network
- ❖ Shopping Ads
- ❖ Video Ads
- ❖ Universal App Ads
- ❖ Tracking Script
- ❖ Remarketing
- ❖ Performance Monitoring
- ❖ Reports

MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)

- ❖ Social Media Optimization
- ❖ Introduction To Social Media Networks
- ❖ Types Of Social Media Websites
- ❖ Social Media Optimization Concepts
- ❖ Facebook, Google+, LinkedIn,
- ❖ YouTube, Pinterest,
- ❖ Hashtags
- ❖ Image Optimization

MODULE 10: SOCIAL MEDIA MARKETING (SMM)

- ❖ Facebook Optimization
- ❖ Fan Page Vs Profile Vs Group
- ❖ Creating Facebook Page For Business
- ❖ Increasing Fans And Doing Marketing
- ❖ Facebook Analytics
- ❖ Facebook Advertising And Its Types In Detail
- ❖ Creating Advertising Campaigns,
- ❖ Payment Modes
- ❖ Introduction To Twitter
- ❖ Creating Strong Profiles On Twitter
- ❖ Followers, ReTweets, Clicks,
- ❖ Conversions, HashTags
- ❖ LinkedIn Optimization

- ❖ What Is LinkedIn?
- ❖ Individual Profile Vs. Company Profile
- ❖ Branding On LinkedIn
- ❖ Marketing On LinkedIn Groups
- ❖ Google Plus
- ❖ Tools & Techniques
- ❖ Google + Groups
- ❖ Google Plus For Businesses

MODULE 11: GOOGLE WEB ANALYTICS

- ❖ Getting Started With Google Analytics
- ❖ Navigating Google Analytics
- ❖ Real-Time Monitoring
- ❖ Audience
- ❖ Acquisition
- ❖ Traffic Sources
- ❖ Behavior
- ❖ Content
- ❖ Visitors
- ❖ Live Data
- ❖ Demographics

MODULE 12: WEBMASTER TOOLS

- ❖ Adding site and verification
- ❖ Setting Geo-target location
- ❖ Search queries analysis
- ❖ Filtering search queries
- ❖ External Links report
- ❖ Crawls stats and Errors
- ❖ Sitemaps
- ❖ Robots.txt and Links Removal
- ❖ HTML Suggestion