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