

A Complete Guide to Digital Marketing

Learn to plan and execute digital marketing campaigns spanning SEO, PPC, social media, and web analytics.

40 Hours

DURATION

10

MODULES

111

TOPICS

COURSE OVERVIEW

The comprehensive digital marketing course is designed to transform individuals into adept marketing professionals. Beginning with fundamental concepts, participants will explore the significance of digital marketing in the modern era. The course delves into market and keyword research, providing a deep understanding of SEO, including both on-page and off-page optimization techniques. Participants will stay current with the latest SEO trends and Google's algorithm updates

WHO THIS COURSE IS FOR

This course is intended towards anyone who wants to start with their learning journey of digital marketing

LEARNING OBJECTIVES

- Explain the fundamentals and importance of digital marketing
- Conduct market and keyword research using dedicated tools
- Apply on-page optimization techniques such as meta data and URLs
- Apply off-page optimization techniques such as link building
- Interpret SEO updates including Panda, Penguin, and Hummingbird
- Configure Google Ads campaigns for search, display, and shopping
- Implement social media optimization across Facebook and LinkedIn
- Analyse website traffic and audience data with Google Analytics

10 Modules, 111 Topics

01

Basics of Digital Marketing

TOPICS

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

02

Analysis and Keyword Research

TOPICS

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

03

Search Engine Optimization (SEO)

TOPICS

- Introduction to Search Engine Optimization
- How Search Engine Works
- SEO Fundamentals & Concepts
- Understanding The SERP (Search Engine Results Page)
- Google Processing
- Indexing
- Crawling

04

On Page Optimization

TOPICS

Domain Selection · Hosting Selection · Meta Data Optimization · URL Optimization · Internal Linking · Image Optimization · Landing Page Optimization

05

Off Page Optimization

TOPICS

- 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
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting
- Citations
- Profile Link Creations

06

SEO Updates and Analysis

TOPICS

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

07

Google Ads or Pay Per Click Marketing (SEM)

TOPICS

- Google Ads
- Introduction To Online Advertising and Ads
- Ads Account and Campaign Basics
- Ads Targeting and Placement
- Ads Bidding and Budgeting
- Ads 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

08

Social Media Optimization (SMO)

TOPICS

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

09

Social Media Marketing (SMM)

TOPICS

- Facebook Optimization
- Creating Facebook Pages for Business
- Increasing Fans and Doing Postings
- Facebook Analytics
- Facebook Advertising
- Creating Advertising Campaigns
- Payment Modes
- Introduction To Twitter
- Creating Strong Profiles on Twitter
- Followers, Retweets, Clicks, Conversions
- Hashtags
- LinkedIn Optimization
- Understanding LinkedIn
- Individual vs. Company Profile
- Branding on LinkedIn
- Marketing on LinkedIn Groups
- Tools And Techniques

10

Google Web Analytics

TOPICS

- Getting Started with Google Analytics
- Understanding Google Tag Manager
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Behaviour
- Content
- Visitors
- Live Data
- Demographics

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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