

DIGITAL MARKETING



CURRICULUM

» Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

» Website Creation

- Understanding about Internet , websites , domain , web server , web hosting etc.
- Planning of a website
- HTML Basic
- About CMS and creating website in Wordpress

» Search Engine Optimization

- What is SEO?
- What are search engines and their functions ?
- Understanding traffic , keywords etc .
- On page optimization
 - What is onpage SEO?
 - Keyword Research With Google Keyword Planner
 - Domain Selection & URL Structuring
 - Head Section Optimization
 - Meta Tag Optimization
 - Redirection Tags
 - SEO Friendly Content Writing
 - Heading Optimization
 - Keyword Density, Spamming Stuffing
 - LSI (Latent Semantic Indexing)
 - Image Optimization
 - Video Marketing
 - Robots File Creation
 - Sitemap Creation & Submission (html and xml)
 - Website Tracking Tools (Google Analytics, Google Webmaster Tools)
- Off page optimization
 - What is Off page SEO?
 - Why Off page is Important
 - What are Backlinks?
 - Backlinks Creation Methods
 - Difference Between Do Follow and No Follow Backlinks

- What is Google Page Rank
- How to Increase Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submission
- Comment Blogging
- Classifieds Posting
- Forum Posting
- Link Exchange (One way, two way and three way)
- Search Engine Submissions
- RSS Feeds
- Local SEO
 - Google Business Listing (Google Maps)

» **PPC Advertising (Google Adwords)**

- Understanding in organic search results
- Introduction to Google adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google adwords account
- Understanding adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns-Search, Display, Video
- Difference between search & display campaign
- How does adwords rank ads
- Understanding adwords algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important What is CTR?
- Why CTR is important Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group using keyword planner tool
- Understanding types of keywords Board, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- Tracking Performance/Conversion
- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website

- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing
- google adword certification

» **Social Media Marketing**

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

» **Facebook Marketing**

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.

» **Linkedin Marketing**

- What is Linkedin
- Understanding Linkedin
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding Linkedin Groups (Manage Linkedin groups)
- How to do marketing on Linkedin groups
- Linkedin Advertising & it best Practices
- Increase ROI from Linkedin ads
- Linkedin Publishing
- Company Pages

» **Twitter Advertising**

- Understanding twitter
- Tools to listen & measure influence on Twitter: Tweetdeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

» **Video Marketing**

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business

- Developing you tube video for Marketing strategy
- Get traffic through you tube channel/video to your website
- Create video adgroup
- Targeting options
- Understanding bid strategies

» **Google Analytics**

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversion how to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate how to reduce bounce rate
- How to setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required
- Google Analytics Certification

» **Mobile Web Marketing**

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile marketing
- App Store optimization
- Creating mobile website through wordpress
- Advertising on mobile (App & Web)
- Targeting ads on Apps Targeting via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and difference
- SMS marketing

» **Online Reputation Management (ORM)**

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation

- Best examples of online reputation management

» AdSense & Blogging

- What is AdSense
- How to get approved for AdSense
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface Placing ads on your blog
- Creating blogs with our Free theme
- What is Blogging
- How to Blog
- What is Wordpress and How to Create with Wordpress
- Wordpress Themes and Plugins

» Affiliates

- What is Affiliates
- How to join and Earn with Affiliates
- Top Indian and Worldwide Bloggers
- How to Earn Money with Blogging

» Ecommerce Marketing

- What is Ecommerce
- Top Ecommerce Website around the world
- Ecommerce scenario in India
- How to do SEO of an Ecommerce website
- Why you need a solid Ecommerce marketing strategy
- Formulating right Ecommerce marketing strategy
- Ecommerce business
- Case studies on Ecommerce website

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