

# 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 ,
- Planning of a website Statics, Dynamics (Informative & Ecommerce)
- HTML Basic
- About CMS and creating website in Wordpress
- Domain Booking
- Server & Hosting
- One Live Project

### » Search Engine Optimization

- What is SEO?
- What are search engines and their functions ?
- Understanding traffic , keywords etc .
- On page optimization
  - Site Analysis
  - Keyword Research With Google Keyword Planner
  - Keyword Planning
  - Domain
  - URL Structure
  - Title Tag
  - Meta Tag
  - Google Analytics (Code Generation)
  - Canonical Tag
  - H1 Tag
  - Image Optimization (Alt Tag)
  - Anchor Tag
  - Content Optimization
  - Sitemap Creation & Submission (html and xml)
  - Robots.txt
  - Custom 404
  - 301 Redirect
  - .htaccess
- 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
- **Google Web Master Tool (Search Console )**
- **Bing Web Master Tool**
- **SEO Interview Questions**
- **Others SEO Tools**

## » **Local SEO Google My Business (MAP)**

## » **PPC Advertising (Google Adwords & Express)**

- 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**

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

## » **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 & its 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
- YouTube Monetization
- How to Increase Youtube (Views, Subscriber Etc.)

## » 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
- **Email Marketing**
  - Database Collection of Email Id's
  - Service provider (Mailchimp, Sendgrid)
  - Mail Templates

- App Store optimization (ASO)
- Addmob
- SMS marketing
- Whatsapp Marketing

- Case studies on Ecommerce website
- Opencart

## » How To Grab Freelancing Projects?

### » 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

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