

ADVANCE DIGITAL MARKETING



CURRICULUM

Overview of Digital Marketing 2 Hrs

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

Website Creation 2 HRS

- Introduction to Web Technologies
- Careers in Web Technologies and Job Roles
- Roles How the Website Works?
- Client and Server Scripting Languages
- Difference between a Web Designer and Web Developer
- Types of Websites (Static and Dynamic Websites)
- Responsive design and layout

• Photoshop 6 HRS

- Introduction to Adobe Photoshop
- Color mode & resolution
- Types of Graphics
- Export image
- Animated Image
- Tools Ruler and scaling
- Create Logos Photos masking

• HTML5 5 4 HRS

- Introduction to HTML5
- Introduction to HTML5
- What's new in HTML5

• CSS 6 HRS

- Introduction to CSS3.0
- What's new in CSS 3.0
- Border
- border-image
- border-radius CSS Shadows
- Text-shadow
- Box-shadow Background
- background-clip
- background-size
- background-origin
- background-image

• Java Script 6 HRS

- Syntax
- Enabling
- Placement
- Variables
- Operators

- **Dreamweaver cc 4 HRS**

- Interface
- choosing a workspace
- document window & toolbars
- the document window
- the launcher
- the insert panel & tool sets
- the document toolbar
- the property inspector
- dockable floating panels
- using contextual menus Site Control
- defining a site file and folder management
- creating site maps using the file browser

- **Wordpress 8 HRS**

- About CMS and creating website in Wordpress
- Wordpress Installation
- Create domain email accounts
- Wordpress introduction themes
- How to create pages and post in wordpress
- Categories vs tags
- How to create Menus in Wordpress
- Free theme customization part 1
- Free theme customization part 2
- Free theme customization part 3
- Overview , Analysis, Installation & use of Plugins
- Content Development
- Payment gateway and website security
- Domain Booking
- **Server & Hosting**
- **One Live Project**

Search Engine Optimization 16 HRS

- 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**

PPC Advertising (Google Ads & Express) 16 HRS

- Understanding in organic search results
- Introduction to Google ads & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google ads account
- Understanding ads account structure
- Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns-Search, Display, Video
- Difference between search & display campaign
- How does ads rank ads
- Understanding ads 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

Social Media Marketing 12 HRS

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

Facebook And Instagram 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.
- **Facebook Creator Studio**
- **Facebook Ad Breaks**
- **Facebook Instant Article**

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

Quora Marketing

Video Marketing 2 HRS

- 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 4 HRS

- 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 6 HRS

- 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**

Online Reputation Management (ORM) 2 HRS

- 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 2 HRS

- 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 2 HRS

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

Ecommerce Marketing 4 HRS

- 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
- Opencart

How To Grab Freelancing Projects? 2 HRS

Certifications 4 HRS

- Google Ads Fundamental
- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google Ads Shopping
- Google As Mobile
- Google Analytics
- Assessment Certification
- Techstack Certificates
- Hotspot

Internship

Partners :



Java



development | consultancy | training

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