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Email ID – a1projecttraining@gmail.com

Digital Marketing Course Details

By [A1Training\(PT\)](#)

Course Name	Digital Marketing(SEO,SMM,SMO)
Category	Digital Marketing
Mode Of Classes	Online/Offline
Demo Classes	At Your Convenience
Training Methodology	20% Theory & 80% Practical
Course Duration	80-100 Hours
Class Availability	Weekdays & Weekends
For Demo Class	Call - +91-8368 979712, 63804 86914 Email ID – a1projecttraining@gmail.com A1 Means Success

Why A1Training?

- Training by highly experienced and certified professionals
- No slideshow (PPT) training, fully Hand-on training
- Interactive session with interview QA's
- Real-time projects scenarios & Certification Help
- Most competitive & affordable course fees
- Placement support for all courses
- List of established & satisfied clients & students ([Visit our website for reviews](#)).



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Search Engine Optimization

Introduction to SEO

Introduction

Understanding the website

Business Analysis

What is Search Engine Optimization?

History of Search Engines

Importance of SEO in Digital Marketing

How SEO can help in leveraging Business

SERP Layout

Different Types of Search Engines

How Search Engines Work?

Operators Used in SEO Algorithms and updates of Google

Research and Analysis of Keywords

What is a keyword?

Types of keywords?

Keyword Research Techniques

Fitting keywords to the Project

Keyword Research tools

On Page Optimization

What is on Page Optimization

Types of websites

Web layout Structure

File Name Optimization

Title Optimization

Meta Description, Meta Robots

Canonical URL

Heading Optimization

Bread Crumbs

Content Optimization

Anchor linking

Image optimization

Embedding video

Footer Optimization

Dynamic Site Optimization

Wordpress SEO

Non WWW to www

Url Redirections

Robots.txt

Sitemap Submission

Google Webmasters Tools

How to submit a website to GWT

Settings

Geographic setting

Sitelinks

Content Keywords

Sitemaps

Google fetch

Search Analytics

Links to the site



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Off page Optimization

What is Off Page Optimization

Difference between On page and Off Page Optimization

Importance of Back links and Citations in SEO

Link Building Techniques

Directory Submission

Classified posting

Social Bookmarking

Social media Optimization

Social Media Marketing

E-Mail Marketing

Search Engine Marketing

Image Submission

Video Submission

Document submission

Press Release

Setting Up blog

SEO Reporting

Diagnosis of SEO

SEO Report Card creation

Recovery of website in Search Engine

Search Engine Marketing

Creating Campaign

Understanding purpose of Campaign

Account Limits in Ad words

Location and Language Settings

Networks and Devices

Bidding and Budget

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic bidding (Display Only)

Social settings (Display Only)

Automatic campaign optimization (Display Only)

Purpose of Ad Groups

Keyword Types (Broad, Phrase, Exact and Negative)

Ad words Keyword Tool

Text Ad Format

Quality Score and Its Importance

Understanding the Ad Group and Keywords Dash Board

Automate Tool

Search Terms + Single Keyword Auction

Columns Customization

Alerts Setting Filters

Adwords Account Setup

Adwords Account Setup

Creating Adwords Account

Adwords Interface Tour

Adwords Dash Board

Billing in Adwords



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Website Optimizer

Conversion Tracking
Dimensions Reports
Google Analytics Tools

Multi User Access

User Access Levels
My Client Centre (MCC)
Change History Tool

Adgroups and keywords

Purpose of Ad Groups
Keyword Types (Broad, Phrase, Exact and Negative)
Ad words Keyword Tool Text Ad Format
Quality Score and Its Importance
Understanding the Ad Group & Keywords Dash Board
Automate Tool
Search Terms + Single Keyword Auction
Columns Customization
Alerts Setting Filters

Ad formats And Ad guidelines

Ad Types in Adwords
Text Ads and Guidelines
Image Ad Formats and Guidelines
Display Ad Builder Ads and Guidelines
Video Ads Format
Ads Preview and Diagnosis

Conversion Tracking

Purpose of Conversions
Create your Conversion Tracking Code
Tracking the Conversions for Multiple Product

Display Network Targeting

Setting a Display Network Campaign
Concept of CPM and Branding
Automatic Placements
Manual Placements
Placement Tool
Contextual Targeting Tool
CPC Bidding and CPM Bidding
Setting a Video Campaign
Audience Tab
Topics Tab
Purpose of Conversions
Create your Conversion Tracking Code
Tracking the Conversions for Multiple Product

Reports

Conversion Tracking
Dimensions Reports
Google Analytics Tools



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Social Media Optimization and Marketing

Social Media Optimization Introduction

What is social media marketing?

How is it important in business?

How can social media be integrated with the website?

Case studies on various social media platforms

Decoding brands

Setting up a vision, mission & goals for social media optimization

Facebook Marketing

Importance of facebook in branding a product or service

How can facebook leverage the business

Facebook user profile creation

Page creation

Edge Rank Algorithm

Group creation

Advt creation

Event creation

Facebook updates

Facebook resources

Facebook Like Box

Facebook top brands case study

Facebook API integration

Facebook layout

Facebook hidden buttons.

Facebook tricks

Facebook content creation strategy

How to improve likes ,share and comments

How to build brand on Facebook

Facebook budget management

Hash tags

Facebook advertising

Sponsored posts

Sponsored stories

Sponsored events

Sponsored likes

Custom Tabs Facebook Tools

Social Media Tools

Hootsuite

Buffer App

Twitter Marketing

Importance of twitter in building brand & business

Fan Engagement in twitter

Creation of twitter profile

Writing search engine content as bio for twitter

Hash tags

How to engage with users on twitter

Case studies on twitter

LinkedIn Marketing

What is LinkedIn?



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How is LinkedIn important for business?
Role of LinkedIn in getting brand promotion
Role of LinkedIn human resource department
Profile creation
Company page creation
Group creation
User engagement

YouTube Marketing

Creation of user profile
Creation of company profile
Integration of social buttons
How to post videos
How to give keywords for video to appear top in search results
Video advertising

Social book Marking

What is socialbook marking?
Role in search engine optimization?

Others

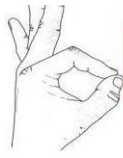
Slide share
ScribdStumble upon
Digg
Delicious
Pinterest
Instagram

E-Mail Marketing

What is E Mail Marketing?
How is E-Mail Marketing Important in Digital Marketing?
Why E-Mail Marketing?
Types of News Letters
What to write?
How to write ?
E-Mail Scheduling?
List Creation
OPT in List
Double Opt in List
E-Mail Template Design Parameters
Types of Campaigns
How to ensure that email is delivered to inbox
Spam Words not to be used in Mail template
E-Mail Reporting Metrics
Open rate Calculation
Click Rate
Unique opens
Unique Click
Hard bounce
Soft Bounce
A/B Testing

Affiliate Marketing

What is Affiliate Marketing
How is it important In digital Marketing?



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How to increase ROI Of business Using Affiliate Marketing

How Affiliate Marketing Works

Components Present in Affiliate Network

Costing Techniques

Attribution Models

How to identify Publishers

How to recruit Publishers

How to retain Publishers

What type of products are to be assigned to Publishers

How to identify merchants

Affiliate Marketing tools

How Affiliate Marketing Websites

Online Reputation Management

What is Online Reputation Management?

Understanding the Customer sentiments

How to deal with negative Reviews

How to Engage With Customers

Tools Used in ORM

ORM Case Studies

Web Analytics

Introduction to Web Analytics

How to Link Website to Google Analytics Account

Understanding Metrics

User

Session

Visit

Page views

Unique Page views

Goals

Unique Sessions

Audience

Active users

Cohort Analysis

Demographics

GEO

Interests

Behaviour

Technology

Mobile

Benchmark

Users Flow

Acquisition

Tree maps

Channels

SEO

Adwords

Social Media

Campaigns

Behaviour

Behaviourflow

Sitespeed



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Site search

Site Content

User Management

Adding users to the account

Goal Tracking

Goal Tracking Setup

Online Money Making Practices

Blogging Practices

Domain Purchase

Hosting Purchase

Setting up Blog

WordpressBlog set up

Affiliate Marketing Practices

Setting up AdsenseAccount

How to get AdsenseApproval

How to start Video Channel in youtube

How to earn through Youtube

How to partner with Merchant

Blogging Tricks

Idea Generations

Digital Marketing Setup Strategy

Project Report

Setting up strategy for a project

Swotanalysis

Analysis of KPI's



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