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Digital Marketing Course

Course Content

Introduction to Digital Marketing

- What is marketing?
- How do we do Marketing?
- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms and Strategies
- Comparing Digital with Traditional Marketing
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies of Digital Campaigns

Website Designing with WordPress

- What is a Website?
- What is Domain Name
- Types of Domains
- Domain name suggestions
- Premium Domains
- Register a Domain Name
- Web Hosting Concepts
- Domain/Hosting Business
- Types of Websites
- Uses of website
- Popular CMS
- What is WordPress
- Benefits of using WP
- WordPress Installation
- Admin Interface Basics
- Default Settings in WP
- Types of Themes
- Theme Settings and Customization
- Theme Settings and Customization
- Managing Themes
- Content management in WP
- Categories, Tags and Posts
- Pages and Sub Pages
- Custom Content Types
- Adding a menu to the website
- Plugins and Widgets
- Using Plugins in Site
- Adding widgets to the website
- Best Plugins in WP Advanced Plugins in WP
- Practical Project Example

Search Engine Optimization

Introduction to Search Engines

- How the search engine works?
- Components of Search Engines
- Google Algorithms
- Google Results Page
- Panda, Penguin, Humming Bird & Pigeon
- Latest Updates in Google Online Resources

Keyword Research and Competition

- Introduction to Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Business Analysis & Categorization
- Google Keyword Planner
- Market Research and Analysis
- New Keyword Ideas
- Competition Analysis
- Finalizing the Keywords List

Onpage Optimization

- Introduction to Onpage
- What is Webmaster Tools
- Verification Process in GWMT
- Selection target Location
- Onpage Analysis Methodology
- Fundamental On-page Factors
- Website Speed
- Domain name in SEO
- URL Optimization
- Title Tag Optimization
- Meta TagsOptimization
- Content Optimization
- Sitemaps Generation
- Using Robot.txt in Site
- URL Redirecting Techniques
- Canonical Links
- Rich Snippets

Offpage Optimization

- What is link Building
- Types of Linking Methods
- DoFollow Vs. NoFollow
- Link building Guidelines
- Linking Building Methodology
- Links Analysis Tools
- Directory Submissions
- Local Business Directories

- Social Bookmarking
- Using Classifieds for Inbound traffic
- Question and Answers
- Blogging & Commenting
- Guest Blogging
- Press Releases
- Link Building Resources

Local SEO

- What is Local SEO?
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions

Penguin Recover Process

- Symptoms of Penalty
- Analyze which update hit the Site
- Compare the Before/After data
- Panda recovery process
- Penguin recovery process
- Mobile-friendly update
- DisAllow Tool

SEO Reporting

- Website Position Analysis
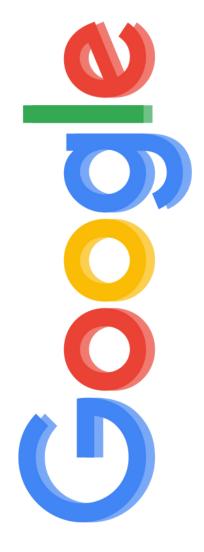- Website Monthly Reports

Google AdWords

PPCAdvertising (Google AdWords)

- Introduction to Paid Marketing
- Google Account setup
- Interface Tour and Billing Settings
- Account Structure
- Campaigns settings
- AdGroup setup
- Keyword Match Types
- Keyword Research Tools
- Understanding Ad Auction
- What is Quality Score
- Factors to improve Quality Score
- Types of CPC's
- Bidding strategies
- Ad Formats
- Ad Guidelines
- Ad Extensions

Display Advertising

- What is Display Advertising
- How Display Ads Works
- Benefits of Display Advertising
- Creating a Display Campaign
- Bidding Strategies
- Targeting Options Display Network
  - Keyword Based
  - Interest and Remarketing
  - Topics
  - Placements Targeting
  - Demographics
- Exclusion options
- Ad Formats and Sizes
- Examples of Good and Bad Ads
- Display Ad Builder
- Display Planner Tool
- Display campaign reporting
- Conversion Tracking
- Remarketing in AdWords
- Benefits of Remarketing Strategy
- Building Remarketing List &Custom
- Targets
- Creating Remarketing Campaign

Google Shopping Ads

- What is Shopping Campaign
- Benefits of Shopping campaign
- Google Merchant Center account
- Product Feeds
- Types of Product Feeds
- Setting up and organizing your Shopping campaign
- Best practices for shopping ads

What is DSA?
Create a DSA Campaign?

- What is Conversion?
- Implementing conversion tracking
- Calculating ROI Segments and Filters
- Search Terms and Ad Auctions
- Customization Tools
- Reporting
- Access Levels
- Change History Tool
- My Client Centre
- Google AdWords Editor Tool
- Introduction to Bing Ads
- Difference between Bing and Google
- Exporting the Campaigns
- Bing Certifications

Mobile Marketing

- What is Conversion?
- Implementing conversion tracking
- Calculating ROI Segments and Filters
- Search Terms and Ad Auctions
- Customization Tools
- Reporting
- Access Levels
- Change History Tool
- My Client Centre
- Google AdWords Editor Tool
- Introduction to Bing Ads
- Difference between Bing and Google
- Exporting the Campaigns
- Bing Certifications
- Mobile Apps Install Campaign
- Mobile Apps Engagement Campaign
- Promoting Site in Mobile Apps
- Targeting Options in MobileApps
- Mobile Ad Formats
- Conversion Tracking
- Reporting in Mobile Ads

Video Marketing

- Importance of Video Marketing
- Create a Video Campaign
- Location Targeting
- Bidding Strategies
- Creating Targeting Groups
- Targeting Options in Video Ads
- Types of Ad Formats
- Measuring the Results of Campaign
- Best Practices of Video Ads

Google AdWords Certification

- Introduction to Certifications
- Types of Certifications
- Register on Google Partners
- Exam Format and Sample Questions
- Recommended Books

Social Media Marketing

Introduction to SMM

- What is Social Media?
- SMM Vs. SMO
- Benefits of using SMM
- Social Media Statistics
- Social Media Marketing
- Why use Social Media Marketing
- Social Media Strategy
- Impact of Social Media on SEO

Facebook Marketing

- Facebook account setup
- Personal account properties
- Facebook marketing strategy
- Competition analysis
- Facebook business page setup
- Types of Business pages
- Cover photo designing
- Increase the Likes to page
- Page management options

- Types of Posts and Statistics
- Dimensions in Posts
- Creating a posting strategy
- Examples of Creative Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps creation
- Integration FB in Site

Facebook Advertising

- What is Facebook Advertising
- Types of Promotions
- Audience Targeting
- Advanced Audience Targeting
- BiddingStrategies
- Ad Formats
- Ad Dimensions and Rules
- Remarketing Strategy
- Conversion Tracking

Twitter Marketing & Ads

- What is Twitter?
- Benefits of Twitter
- How brands use Twitter
- Profile creation and management
- Customizing the profile
- Types of Tweets and Statistics
- Content strategy for Twitter
- Post your First Tweet
- Analysis of Big Brands
- Twitter Contests
- What is Hashtag?
- #Hashtags and its uses.
- Tools for Twitter marketing
- Twitter Analytics
- Twitter Advertising
- Types of Campaigns
- Audience Targeting
- BiddingStrategies
- Reporting

YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Create a video marketing strategy
- Viral video examples
- Upload the first video
- How to optimize the video
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers
- Annotations and Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Studio
- YouTube Analytics

Google+ Marketing

- Benefits of Google+ in SEO
- Creating Profile
- Managing Connections
- Creating Google+ Page
- Types of Pages
- Content Strategy and Statistics
- Posting on Google+
- Increasing the Reach and Followers
- Linking Google+ with Site
- Google+ Badge Integration
- Google+ Groups

LinkedIn Marketing

- What is LinkedIn?
- Benefits of LinkedIn network
- Create a LinkedIn profile
- Optimizing the profile
- Skills and Endorsements
- Recommendations in LinkedIn
- Creating new connections
- Posting content in profile
- LinkedIn Groups
- Finding Jobs in Linkedin
- Creating company page
- Customization of page
- Posting in LinkedIn Page
- Advertising in LinkedIn

Instagram Marketing

- What is Instagram
- Instagram statistics
- How Brands use Instagram
- Creating Instagram Account
- Tour of Instagram App
- Content strategy and Tips
- Picture Dimensions
- Filters in Instagram
- Using Hashtags
- Popular Brands on Instagram
- Advertisingoptions in InstaGram

Online Reputation Management

- What is ORM?
- Why do we need ORM
- What we need to do in ORM
- Examples of ORM
- Monitor Search Results
- Areas to analyze in ORM
- Monitor Complaint sites
- Search Engine Results
- Monitor Reviews
- Blogs & Websites
- Monitor Sites and Blogs
- Reviews & Complaints
- Monitor Social Media
- What is Analytics?
- What we need to do in ORM
- Monitor Search Results
- Monitor Complaint sites
- Monitor Reviews

- Monitor Sites and Blogs
- Monitor Social Media
- Case Study
- Tools for Managing Reputation

Google Analytics

Audience Reports

- Audience Overview Report
- Active Users
- Geographic Report
- User Behavior
- Technology
- Mobile
- User flow Report
- What is conversion

- Conversion Process and Funnel
- Types of Conversions
- Conversion Reports
- Funnel Visualization
- Multi-Channel Funnels
- Attribution
- Reporting

Personality Development

- Analysis of Successful People
- Problem with Education System
- Principles of Think and Grow Rich
- Desire and Aim in Life
- Recommended Books

Google AdSense

- What is Google AdSense
- How does it Works?
- Top AdSense Earners [Global /India]
- AdSense Guidelines
- Website ideas for online earning
- Finding a Proper Niche
- Types of AdSense Account
- AdSense Interface Tour

- Create your First Ad
- Ad Formats and Sizes
- BiddingModels
- Custom Channels
- Ads limits in a page
- Adding code in site / using plugin
- Blocking Ads
- AdSense Optimization Tips
- Recommended Books

Getting Started as a Freelancer

- What is Freelancing?
- Tips for optimization of profile
- How does freelancing work?
- Difference between free and paid
- Local Freelancing Project
- How to get started.
- Online Freelancing networks
  - Freelancer.com
  - Upwork.com
  - Elance.com
- Create a Profile in Freelancer.com
- Top Freelancers in our Niche
- Tips for optimization of profile

- Difference between free and paid
- accounts
- Certifications in Freelancesite
- Understanding the bidding concept
- How to bid on projects
- How to handle the clients
- Project management tools
- Asking for reviews from clients

Getting Started as a Freelancer

- What is Affiliate Marketing?
- How Affiliate marketing works
- How to find affiliate Niche
- Top Affiliate Marketing networks
- Affiliate marketing networks in India
- Affiliate marketing payment models
- Affiliate marketing in E-commerce

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- Apply for Affiliate Marketing network
- Understanding the dashboard
- Promoting the Affiliate products
- Methods of Promotions
- Reports and ROI
- Best resources for affiliate marketing

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