



DIGITAL MARKETING

WITH CERTIFICATE

Digital Marketing Overview

- ♦ What is Digital Marketing?
- ♦ Understanding Marketing Process
- ♦ Why Digital Marketing Wins Over traditional Marketing?
- ♦ Understanding Digital Marketing Process
 - ♦ Increasing Visibility
 - ♦ What is visibility?
 - ♦ Types of visibility
 - ♦ Examples of visibility
- ♦ Visitors Engagement
 - ♦ What is engagement?
 - ♦ Why it is important?
 - ♦ Examples of engagement
- ♦ Bringing Targeted Traffic
 - ♦ Inbound
 - ♦ Outbound
- ♦ Converting Traffic into Leads
 - ♦ Types of Conversion
 - ♦ Understanding Conversion Process
- ♦ Retention
 - ♦ Why it is Important?
 - ♦ Types of Retention
- ♦ Performance Evaluation
 - ♦ Why it is Important?
 - ♦ Tools Needed

Planning and Creation

- ♦ Understanding Type of Hosting
- ♦ Understanding Domain name and extension
- ♦ Understanding Web Server
- ♦ Different types of Websites
- ♦ Building Website using CMS / static / any other programming language

Search Engine Optimization

- ◆ What is SEO?
- ◆ Introduction to SERP
- ◆ What are search engines?
- ◆ How search engines work
- ◆ Major functions of a search engine
- ◆ What are keywords?
- ◆ Different types of keywords
- ◆ Google keyword planner tool
- ◆ Keywords research process
- ◆ Understanding keywords mix
- ◆ Google Operator : So that you can find anything on the web
- ◆ On page optimization
 - ◆ Keywords analysis
 - ◆ Finding primary, secondary and LSI keywords
 - ◆ Keywords Mapping
 - ◆ Content planning for web pages
 - ◆ Concept of keyword proximity and prominence
 - ◆ Internal linking/Contextual linking
 - ◆ Meta Tag creation
 - ◆ Sitemap creation and Optimization
 - ◆ XML Sitemap
 - ◆ HTML Sitemap
 - ◆ Pagination concept
 - ◆ Doorway pages
 - ◆ Cloaking
 - ◆ Heading tag optimization
 - ◆ Robots.txt Creation and Optimization



Off page Optimization

- ◆ **What is Domain Authority?**
- ◆ **How to increase Domain Authority**
- ◆ **What are back links?**
- ◆ **Types of back links**
- ◆ **What is link building?**
- ◆ **Types of link building**
- ◆ **Do's and Dont's of link building**
- ◆ **Link building strategies for your business**
- ◆ **Easy link acquisition techniques**
- ◆ **Local SEO**
 - ◆ **Google places verification**
 - ◆ **Google verify page optimization**
 - ◆ **Bing Verification**
 - ◆ **NAP Consistency**
 - ◆ **Microformat implementation**
 - ◆ **JSHON/LD markup**
 - ◆ **Schema.org**
 - ◆ **RDF**
 - ◆ **Aggregate markup**
 - ◆ **Breadcrumb markup**
- ◆ **Google Updates**
 - ◆ **Panda Update**
 - ◆ **Penguin Update**
 - ◆ **Pigeon Update**
 - ◆ **Humming Bird Update**
 - ◆ **Fred Update**
 - ◆ **Maccabees Update**
 - ◆ **EMD Update**
- ◆ **Top tools for SEO**
- ◆ **Monitoring SEO process**
- ◆ **Preparing SEO reports**
- ◆ **How to create SEO Strategy for your business**
- ◆ **What is link juice?**
- ◆ **Importance of domain and page authority**
- ◆ **How to optimize exact keywords for your business**
- ◆ **How to recover your site from Panda, Penguin and EMD**

Ecommerce Marketing

- ♦ What is ecommerce?
- ♦ Top ecommerce websites around the world & it's scenario in India
- ♦ Difference between E-Commerce software and Shopping Cart software
- ♦ Affiliate Marketing by promoting products which looks like an ecommerce store.
- ♦ Case studies on ecommerce websites.
- ♦ How to do Google Product Listing Ads (PLA) for ecommerce websites.
- ♦ How to do SEO for an ecommerce website.

PPC Advertising Google AdWords

- ♦ Google AdWords Overview
- ♦ Understanding inorganic 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, Shopping & video
 - ♦ Difference between search & display campaign
- ♦ Understanding Adwords Algorithm
 - ♦ 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
- ♦ Creating Search Campaigns
 - ♦ Types of Search Campaigns - Standard,
 - ♦ All features, dynamic search & product listing
 - ♦ Google merchant center.
 - ♦ Creating our 1st search campaign
 - ♦ Doing campaign level settings

- ◆ Understanding location targeting
- ◆ Different types of location targeting
- ◆ What is bidding strategy?
- ◆ Understanding different types of bid strategy
 - ◆ Manual
 - ◆ Auto
- ◆ Advanced level bid strategies
 - ◆ Enhanced CPC
 - ◆ CPA
 - ◆ CPM
- ◆ What are flexible bidding strategies?
- ◆ Understanding flexible bidding strategy
- ◆ Pros & Cons of different bid strategies
- ◆ Understanding ad-extensions
 - ◆ Types of ad-extensions
 - ◆ Adding ad-extensions in our campaign
 - ◆ Creating ad groups
- ◆ 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
 - ◆ Pros and cons of diff. types of Keywords



- ◆ Ads Delivery Methods
 - ◆ Standards Method
 - ◆ Accelerator Method

- ◆ 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

- ◆ How to optimize campaigns at the time of creation?
- ◆ Optimizing campaign via ad groups
- ◆ Importance of CTR in optimization
- ◆ How to increase CTR
- ◆ Importance of quality score in optimization
- ◆ How to increase quality score
- ◆ Importance of negative keywords in optimization
- ◆ Evaluating campaign stats
- ◆ Optimizing with conversion report



- ◆ Optimizing with keywords
- ◆ Optimizing performing keywords
- ◆ Optimizing non performing keywords
- ◆ How to decrease CPC
- ◆ Analyzing your competitors performance

Creating Display Campaign

- ◆ Types of display campaigns-
- ◆ All features, Mobile app,
- ◆ Remarketing, Engagement
- ◆ Creating 1st display campaign
- ◆ Difference in search & display campaign settings
- ◆ Doing campaign level settings
- ◆ Understanding CPM bid strategy
- ◆ Advance settings
- ◆ Ad-scheduling
- ◆ Ad-delivery
- ◆ Understanding ads placement
- ◆ Creating diff. adgroups
- ◆ Using display planner tool
- ◆ Finding relevant websites for ads placement
- ◆ Creating text ads
- ◆ Creating banner ads using tools
- ◆ Uploading banner ads
- ◆ Optimizing Display Campaign
- ◆ Remarketing
 - ◆ What is remarketing?
 - ◆ Setting up remarketing campaign
 - ◆ Creating Remarketing lists
 - ◆ Advanced Level list creation
 - ◆ Custom audience

Content Marketing

- ◆ What is Content Marketing?
- ◆ Introduction to content marketing
- ◆ Objective of content marketing
- ◆ Content marketing 7 step strategy building process
- ◆ 18 types of content with examples
- ◆ How to write great compelling content
- ◆ Keyword research for content ideas
- ◆ Optimizing content for search engines
- ◆ Discussing authority blog
- ◆ Steps towards developing authority blog
- ◆ Ways to monetizing authority blog
- ◆ How to market your content?
- ◆ Debate- Doesn't great content just spread by itself
- ◆ Understanding second customer
- ◆ Importance of second customer
- ◆ How to increase second customer
- ◆ Understanding online influencers
- ◆ 10 ways to connect with online influencers
- ◆ 35 unique ways to write magnetic headlines
- ◆ 180 examples of magnetic headlines
- ◆ How to increase opt-in email list with content marketing with examples
- ◆ Case study on content marketing

Social Media Marketing

- ◆ What is Social Media?
- ◆ Understanding the existing Social Media paradigms & psychology
- ◆ How social media marketing is different than others
- ◆ Forms of Internet marketing
- ◆ Facebook marketing



- ♦ Understanding Facebook marketing

- Practical session 1

- ♦ Creating Facebook page

- ♦ Uploading contacts for invitation

- ♦ Exercise on fan page wall posting

- ♦ 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

- ♦ Understanding Facebook best practices

- ♦ Understanding edgerank and art of engagement

- Practical Session 2

- ♦ Creating Facebook advertising campaign

- ♦ Targeting in ad campaign

- ♦ Payment module- CPC vs CPM vs CPA

- ♦ Setting up conversion tracking

- ♦ Using power editor tool for adv.

- ♦ Advanced Facebook advertising using tools like Qwaya

LinkedIn Marketing

- ◆ What is LinkedIn?
- ◆ Understanding LinkedIn
- ◆ Company profile vs Individual profiles
- ◆ Understanding LinkedIn groups
- ◆ How to do marketing on LinkedIn groups
- ◆ LinkedIn advertising & it's best practices
- ◆ Increasing ROI from LinkedIn ads
- ◆ LinkedIn publishing
- ◆ Company pages
- ◆ Adv on LinkedIn
- ◆ Display vs text

Twitter Marketing

- ◆ Understanding Twitter
- ◆ Tools to listen & measure Influence on Twitter: Tweet Deck, Klout, Peer Index
- ◆ How to do marketing on Twitter
- ◆ Black hat techniques of twitter marketing
- ◆ Advertising on Twitter
- ◆ Creating campaigns
- ◆ Types of ads
- ◆ Tools for twitter marketing
- ◆ Twitter Advertising
- ◆ Twitter Cards



Video Marketing

- ◆ Understanding Video Campaign
- ◆ Creating 1st Video Campaign
- ◆ Importance of video marketing
- ◆ Benefits of video marketing
- ◆ Uploading videos on video marketing websites
- ◆ Using YouTube for business
- ◆ Developing YouTube video marketing Strategy
- ◆ Bringing visitors from YouTube videos to your website
- ◆ Creating Video AD groups
- ◆ Targeting Options
- ◆ Understanding Bid Strategy

Email Marketing

- ◆ Email Marketing and Business
 - ◆ Why email Marketing is still important
 - ◆ How to build an effective email Strategy
 - ◆ What a successful email strategy looks like
- ◆ Lifecycle Marketing – Send right message using it
 - ◆ Why lifecycle marketing is important
 - ◆ How do lifecycle marketing with email
 - ◆ Best lifecycle email example

Content Management and Segmentation

- ◆ Why one should focus on building contacts and lists
- ◆ Segmentation strategy
- ◆ Successful segmentation strategy

Component of high performing email

- ◆ Why one should care for sending great email
- ◆ How to create good email
- ◆ High performing email looks like

Email Design and Functionality

- ◆ Why email design is important
- ◆ How to design great email
- ◆ Well designed email looks like

Essentials of email Deliverability

- ◆ Why email Deliverability is important
- ◆ How to take control of email Deliverability
- ◆ What email Deliverability looks like in action

Develop Relationship with Lead Nurturing

- ◆ Why lead nurturing is important
- ◆ How to do lead nurturing
- ◆ Effective lead nurturing strategy

Measure success with email Analytics

- ◆ How to improve email analytics strategy
- ◆ Why email analytics is important
- ◆ What email analytics looks like in action

Email Optimization and Testing

- ◆ Why one should optimize email Marketing
- ◆ How to optimize your email Marketing
- ◆ What should you optimize

Spam and Legal Issue

- ◆ Intro
- ◆ Volume of Spam email
- ◆ Subject line guideline
- ◆ Categorizing email purpose
- ◆ Filter

Google analytics

- ◆ Understanding Google analytics account structure
- ◆ Understanding Google analytics insights
- ◆ Starting with Google analytics
- ◆ How to set up analytics account
- ◆ How to add analytics code in website
- ◆ Understanding goals and conversions
- ◆ 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 set up funnels in goals
- ◆ Importance of funnels
- ◆ How to integrate adwords and analytics account
- ◆ Benefits of integrating adwords & analytics
- ◆ Measuring performance of marketing campaigns via Google analytics

- ◆ What is link tagging
- ◆ How to set up link tagging
- ◆ 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
- ◆ Difference between metric and dimension
- ◆ Difference between micro and macro conversion
- ◆ Cohort analysis
- ◆ Benchmark report
- ◆ Page depth analysis
- ◆ Attribution model
- ◆ Multichannel Funnel
- ◆ Enabling ecommerce tracking
- ◆ Content Grouping
- ◆ Create custom email alert
- ◆ What is trace can
- ◆ Overview of tag manager
- ◆ What we should opt tag manager or analytics

Google webmaster

- ◆ Ways to verify google webmaster tools
- ◆ Search analytic
- ◆ Structure data
- ◆ Accelerated mobile pages
- ◆ Manual action
- ◆ HTML Improvement
- ◆ Internal link
- ◆ International targeting
- ◆ Mobile usability
- ◆ Block Resources
- ◆ How to submit sitemap
- ◆ Craw error
- ◆ How to provide google webmaster access to other user

Online Reputation Management

- ◆ Why online reputation management is need of hour
- ◆ Understanding ORM scenario
- ◆ How to deal with criticism online
- ◆ Online reputation management Commandments
- ◆ 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