



TRAFFIC INTEGRATION

*Digital Marketing Training in
Coimbatore*

CHAPTERS COVERED

- [Digital Marketing](#)
- [SEO](#)
- [SEM](#)
- [SMM](#)
- [Content Marketing](#)
- [Email Marketing](#)
- [Web Design](#)

SYLLABUS CHAPTER - 1

Introduction to Digital Marketing

What is marketing?

What is Digital Marketing?

Benefits of Digital Marketing

Digital marketing platforms and Strategy

Comparing Digital with Traditional Marketing

Latest Digital marketing trends

Case Studies of Digital Campaigns Website Designing with WordPress.

SYLLABUS CHAPTER - 2

Search Engine Optimization

How the search engine works?

Google Algorithms

Google Results Page

Social Bookmarking

Link Building Resources Local SEO

what is Local SEO?

Importance of Local SEO

Submission to Google My Business

SYLLABUS CHAPTER - 3

Introduction to Keyword Research:

Types of Keywords

Keyword Research Methodology

Business Analysis & Categorization

Google Keyword Planner

New Keyword Ideas

Competition Analysis

Finalizing the Keywords List On page Optimization

SYLLABUS CHAPTER - 4

- **Introduction to Social Media Marketing**
- All SEM
- What is SEM?
- The complete guide to PPC
- How to guides: SEM
- SEM Google ad words
- Bing Ads

SYLLABUS CHAPTER - 5

- Content Marketing
- Email Marketing
- Web Design

Digital marketing Training in Coimbatore

- So, Traffic Integration is one in all the leading digital marketing Firms in Coimbatore. From a service primarily based web site or an e-commerce portal to online promotions and selling, we offer all digital selling services in a very platter.

Contact Us

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