**Digital Marketing Course Content**

**Digital Marketing Introduction**

* What is Digital Marketing?
* Why Digital Marketing?
* Digital Marketing platforms?
* Digital Marketing Strategy
* Types of Digital Marketing – Organic & Paid
* Digital Marketing VS Traditional Marketing
* How is it different from traditional marketing?
* ROI between Digital and traditional marketing?

**Understanding the Website**

* What is a website
* Types of websites?
* Static Website
* Dynamic Website
* E-Commerce Website
* Domain Booking
* Web Hosting Purchase
* Website Architecture

**Website Creations**

* Blogger
* WordPress

**Keyword Selection Strategies**

* Keyword Analysis
* Keyword Competition

**Search Engine Optimization (SEO)**

* What is SEO?
* How do search engines work?
* SEO Tools
* Web position Analysis
* Competition Analysis
* Google Algorithms and Updates

**On Page Optimization**

* Title Tag
* Meta Description
* Meta Tags
* Canonical form
* Alt Tag
* Anchor Text
* Header Tag
* Robots.txt
* Xml Sitemap
* Redirections ( 301, 302)
* 403 Forbidden
* 404 File Not Found
* Webmaster
* Google Analytics

**Offpage Optimization**

* Search Engine Submissions
* Backlink Submission
* Social Bookmarking
* Classified Submissions
* Article Submissions
* Content Marketing
* Image Marketing
* Video Marketing
* Video Strategy
* Event Creations
* Question And Answers

**Social Media Optimization (SMO) Google+**

* Set-up and usage
* Company profile
* Communities Creations
* Promotions
* Event Creations

**Facebook**

* Profile Creations
* Creating groups and pages
* Tips and Guides
* Posts And promotions
* Events Creations
* Video Marketing
* Promotional Techniques
* Integration Techniques

**Twitter**

* Set-up and usage
* Tips
* Promoted Tweets
* Video Marketing
* Promotional Techniques
* Integration Techniques
* Analytics

**LinkedIn**

* Profile Creations
* Company Page Creations
* Tips and Guides
* Linkedin posts
* Linkedin promotions
* Linkedin Groups
* Video Marketing
* Promotional Techniques
* Integration Techniques

**Instagram**

* Integration Techniques
* Promotional Techniques

**Search Engine Marketing (SEM)**

**Introduction to SEM**

**Google Adwords**

* Search Advertising
* Display Advertising
* Mobile Advertising
* Video Advertising
* Shopping Advertising
* Report generation

**Google Adwords Express**

* Setup
* Google Mapping Ads

**Bing Ads**

* Setup
* Marketing

**Social Media Marketing (SMM)**

**Introduction to SMM**

**Facebook**

* Sing up
* Payments Methods
* Paid Promotion
* Video Ads
* Event Marketing

**Twitter**

* Set-up and usage
* Tips
* Promoted Tweets

**LinkedIn**

* Setup Paid Ads
* Linkedin Post promotions
* LinkedIn Paid Campaigns

**Affiliate Marketing**

* What is Affiliate Marketing
* Components of Affiliate Marketing
* Affiliate marketing types
* Affiliate marketing tools
* Earning Techniques

**Email Marketing**

* How Email Marketing Works?
* Types of emails
* What to write
* How to write
* list creation
* Creating e-mailers
* Tracking emailers
* Create Template
* Reporting

**Mobile App Promotions**

* Android Apps
* iPhone Apps
* Marketing Strategies
* Marketing Tips

**Certifications**

* Google Partners
* Search Advertising
* Display Advertising
* Mobile Advertising
* Video Advertising
* Shopping Advertising
* Google Analytics
* Social Media Marketing Certification

**Reporting**

* Google Webmasters
* Google Analytics

**Tools**

* Alexa
* VIDIQ
* AddThis
* Pinterest
* MOZ

**Youtube Marketing**

* Youtube Channel Setup
* How to Rank and Optimize Youtube Videos
* How to get more views and Subscribers
* How to Promote Your Youtube Channel
* How to boost your Business with youtube Channel
* Learn to Edit VideoLearn ways to Make Money from Youtube
* How to Setup youtube Premiere
* Youtube Earning
* Youtube Advertising

**Online Earning Types**

**Google Adsense**

* Content Marketing
* Video Marketing