**Trending Digital Marketing**

Some of the top rated digital marketing skills that are on demand in the market:

1. SEO – Search Engine Optimization.
2. SEM – Search Engine Marketing.
3. Social Media Marketing/Optimization.
4. Email Marketing.
5. Website Designing and Development.
6. Product Marketing.
7. Content Writing.
8. Marketing the created content online.
9. Copywriting.
10. Blogging.
11. Local Marketing.
12. Google AdWords Campaign Management.
13. PPC Advertising.
14. Affiliate Marketing.
15. Mobile and SMS Marketing.
16. Marketing Automation.
17. Web Analytics.
18. Growth Hacking.

**Digital Marketing**:

**Search Engine Optimization (SEO)**

1. What is SEO?
2. Growth of SEO in the recent years
3. Ecosystem of a search engine
4. What are the kinds of traffic

**On Page Optimization (OPO)**

1. What is on-page optimization?
2. HTML basics
3. CSS basics
4. Meta Tags usage
5. Using Javascript to our Advantage
6. Graphics Optimization
7. Contextual interlinking
8. Microformats & schemas
9. Improving demographic score

**Off-Page Optimization**

1. Linking Strategies
2. Competitor Analysis
3. Sculpting
4. Link Baiting
5. Professional Article Exchange
6. Social Book Marking and Promotions
7. Directory submissions

**Misc Tools**

1. Google Webmaster Tools
2. Site Map Creators
3. Browser-based analysis tools
4. Page Rank tools
5. Pinging & indexing tools
6. Dead links identification tools
7. Open site explorer
8. Domain information/whois tools
9. Quicksprout

**Search Engine Marketing (SEM)**

1. Introduction to SEM
2. SEM platforms – paid platforms
3. Introduction to Google AdWords
4. What is Google AdWords?
5. How is it different from other platforms?
6. Create an AdWords account
7. Key terminologies in Google AdWords
8. Google AdWords Account Structure
9. Ad approval process
10. Campaign creation process
11. Search & Display network
12. Keyword Match types
13. Keyword selection (Keyword planner)
14. Display Planner
15. Ad Extensions
16. Different types of extensions
17. Creating location extensions
18. Creating call extensions
19. Create Review extensions
20. Ad creation process
21. Keyword Grouping
22. Bidding techniques – Manual / Auto
23. Site Targeting
24. Keyword targeting
25. Demographic Targeting / Bidding
26. CPC-based, CPA-based & CPM-based accounts

**Advanced Campaign Settings**

1. How to handle different devices
2. Mobile-specific bids
3. Ad Scheduling
4. Ad Rotation
5. Ad delivery settings

**Analysing Account Performance**

1. Account interface analysis of data
2. Understanding metrics
3. Search Terms report
4. Placement Performance report
5. Analyzing keywords, Ads
6. Landing page relevance
7. Quality score
8. Ad Rank
9. Cost/Benefit analysis of campaigns
10. How to add / remove relevant keywords
11. Optimization Process
12. Keyword Optimization
13. Ad Text Optimization
14. Landing page optimization
15. Bid/Budget optimization
16. Return on investment Vs Branding
17. Attain equilibrium b/w keyword relevance, ad text and Landing page quality
18. Understanding LPQ and issues

**AdWords Editor**

1. AdWords Editor
2. Creating optimized campaigns
3. Understanding AdWords Editor options
4. Easy optimization of accounts
5. Analysis of accounts using AdWords Editor
6. AdWords Editor shortcuts
7. Analysing existing accounts
8. Exporting accounts into different formats

**Conversions**

1. Understanding Conversion Tracking
2. Types of Conversions
3. Setting up Conversion Tracking
4. Verify Conversion Tracking
5. Tracking Conversions
6. Optimizing Conversions
7. Track offline conversions
8. Analyzing conversion data
9. Conversion optimizer
10. Target CPA

**Working with Display Network**

1. Ad Formats
2. Creating Image Ads
3. Optimizing image ads
4. Choosing placements
5. Frequency capping

**Mobile Ads**

* What is mobile ads?
* Creating mobile ads?
* What are the types of mobile ads?
* AdWords for mobile

**Click to Call Campaigns**

* Create click to call campaign
* Analyze the campaigns
* Optimize the ads for mobile

**YouTube Advertising**

* What is YouTube advertising?
* Why should one advertise on YouTube?
* Creating YouTube campaigns
* Choose the audience for video ads
* Instream ads
* In-video ads
* In-search ads
* In-display ads
* Measuring your YouTube ad performance
* Drive leads and sales from YouTube ads

**My Client Center (MCC)**

* What is MCC?
* Who can be an MCC?
* How to signup for an MCC account?
* Adding clients for MCC account
* Monitoring child accounts
* What is MDS?
* UI Access and API access
* Creating multiple MCCs

**Access Levels**

* Sharing an AdWords account
* Different access levels
* Admin access
* Standard Access levels
* Email only Access
* Read-only access

**Billing in AdWords**

* Different types of billing
* Postpay and Prepay [Automatic and Manual]
* Billing issues
* Retry card
* Troubleshooting issues
* Primary card and back up card
* Promo codes and working with them

**Invalid Clicks**

* Tracking invalid clicks
* What should be done
* IP exclusion

**Dynamic Search Ads**

* What are dynamic ads?
* Creating dynamic search ads
* Keyword Insertion

**Shared Library**

* What is shared library?
* Shared Budgets
* Sharing negative keywords
* Creating shared audience

**Reports**

* Running keyword reports
* Campaign and Ad group level reports
* Placement performance report
* Running analysis reports

**Remarketing Campaigns**

* What is remarketing?
* How do I create a remarketing campaign?
* Remarketing campaigns
* Creating custom combinations
* Creating URL rule
* Creating a remarketing tag

**BING AdCenter**

* Bing AdCenter

**Facebook Marketing**

* Facebook Paid Marketing
* Running paid campaigns
* Managing interests
* Create custom audiences
* Create multiple adverts
* Power editor

**Analyze Campaigns**

* View Facebook Insights
* Data Interpretation

**LinkedIn Marketing**

* LinkedIn Paid Campaigns

**A/B split testing Web Analytics**

* Introduction to Web Analytics
* GA Terminology (Dimensions & Metrics)
* Introduction to Reports
* Audience Reports, Traffic Sources and Content Reports
* Basic Setup
* Campaign Tagging & Reporting
* Understanding Conversions
* Understanding Goals and Funnels
* Dashboard
* Custom Reporting
* Understanding Events
* Linking and Using Data from Google Adwords
* Profiles
* Profile Filters
* Visitor Flow
* Real-Time Data

**Content Marketing**

* Blog Marketing
* Article Marketing
* Cross promotions
* How to effectively market content
* Call to action via content
* Guest blogging
* Content Marketing tools (Around 30 of them)

**Email Marketing**

* Importance of email marketing
* email Marketing platforms
* Creating e-mailers
* Tracking emailers
* Open rates and CTR of emailers
* Drive leads from emailers
* What is opt-in lists
* Create forms

**Lead Management & Digital Marketing**

* Web to lead forms
* Web to case forms
* Lead generation techniques
* Leads are everywhere
* Social media and lead gen
* Inbuilt tools for Digital Marketing
* Ip Tracker
* CPC reduction (in case of paid ads)
* Group posting on Social Media platforms

**Social Media Marketing**

* Social Media, Social networking & Social Media Marketing Defined
* Blogging and microblogging
* Social networking
* Video Sharing

**Social Shopping & Opinions**

* Social News and Social Bookmarking
* Social events
* wikis
* Social Media Strategy

**Facebook Marketing**

* Introduction to Social Media
* What is Social Media?
* How Social Media developed
* Managing Information Aggregators
* Google Alerts
* Blogs

**Getting Your Company Ready for Social Media**

* Content Management
* Scheduling & Creating content
* Managing content programs
* Trademark Implications
* Working with Tumblr

**Influencers**

* Who are they?
* How to find them
* How to use them to benefit your brand

**Facebook**

* Creating groups and pages
* Tips and Guides
* Posts
* Paid Promotion
* Ads
* Contests

**Google+**

* Set-up and usage
* Company profile
* Hangouts
* Authorship

**Twitter**

* Set-up and usage
* Tips
* Promoted Tweets
* Buffer
* Hootsuite
* What is Tweetdeck

**LinkedIn**

* Tips and Guides
* Review of profiles
* LinkedIn posts
* LinkedIn promotions

**Digital Communities**

* Evolution of online communities
* How ideas travel
* Viralness

**Social Media Measurement**

* The ROI in Social Media Marketing
* Tools and Dashboards
* Reputation and crisis management

**Social Media Measurement and Metrics**

* Quantifying success
* Data mining and social media
* Social Media Measurement tools
* Data and social media

**Other Social Media Tools**

* Google Trends
* Trending Topics
* Twitter trends
* Social Media Trends

**Facebook Paid Ads**

* Facebook Object Ads
* Page Post Ads
* Sponsored Stories
* Facebook Offers
* Facebook Sponsored Stories
* Remarketing Ads
* Custom Audience
* Action Specific Targeting
* Facebook Premium Ads

**What you will learn in Social Media**

* How to get your business checking-in
* Setting up accounts on second-tier platforms
* Promoting social media pages in other media
* Best social media listening and management tools
* Creating positive chatter in social media
* Linking social media accounts
* Utilizing discussion boards and social groups
* Metrics, Measurement and Evaluation
* Defining key terms in social media
* Establishing goals and key tracking metrics
* Free social media measurement tools
* Benefits of popular and custom URL shorteners
* Calculating acquisition costs and hard ROI from social media
* Creating customized campaign performance reports
* Social Media Case Studies
* Major brand case study
* Small company case study
* Small B2B case study
* Big brand digital media site side optimization
* Using social media for brand awareness
* Using social media for direct response

### ****Module 1: Digital Marketing****

* Basics of Internet
* Introduction to [Digital Marketing](http://www.digitalniyana.com/digital-marketing/top-5-tips-digital-marketing-strategy/)
* Understanding Basics of HTML
* What is Keywords
* Research of keywords With Google Planner
* How to select Domain Name?
* Naming of Pages and Folder
* How to use pictures for Digital Marketing?

**Module 2: SEO (Search Engine optimization)**

* What is SEO?
* Types of SEO?
* What is google algorithms
* Blended SEO
* Tools: OSE & Ahrefs

**On-Page Optimization**

* [What is on-page?](https://www.digitalniyana.com/what-is-on-page-seo-the-guide-for-seo-optimization/)
* What is keywords?
* What is tags?
* How to use title tag?
* Length of tags
* What is meta tags, meta description?
* How to use meta tag?
* Usage of header tags (h1 to h6)
* What is anchor tag? Where we use it?
* Check Charset encoding information
* Favicons
* Canonical links
* Rich snippet
* Page content
* Page quality
* What is user-friendly and responsive website?
* Links of social media icons
* Adding of robots.txt
* What is google analytics?
* How to link google analytics
* Xml sitemap creation
* What is alexa rank?

**Off-Page Optimization**

* Link building
* Using classified for inbound traffic
* [What is backlink?](https://www.digitalniyana.com/30-sites-to-create-a-high-quality-backlinks-in-next-30-days/)
* [How to use backlink?](https://www.digitalniyana.com/30-sites-to-create-a-high-quality-backlinks-in-next-30-days/)
* Who is linking to us? Fixing bad links
* What is PA and DA?
* Do-follow vs no-follow
* Page ranking
* Article Sumission
* Blog Writing
* Guest blogging
* [Micro Blogging](https://digitalniyana.com/top-100-micro-niche-blogging-ideas-to-start-in-2020/)
* Directory submission
* Listing in Business sites
* PPT submission
* Link Submission
* Social bookmarking
* Image/Infographic submission
* Video submission
* Review and comment writing

**Mobile SEO**

* Responsive Design
* User Friendly
* [Mobile Friendly](https://digitalniyana.com/what-is-core-web-vitals/)
* Similar URLs as to your Desktops
* Avoid common mistakes
* Configure for other devices.
* AMP

**SEO For CMS(WordPress)**

**Module 3**:**SMM (Social Media Marketing)**

* What is SMM
* Importance of SMM
* [SMM](http://www.digitalniyana.com/2018/08/) vs SMO
* What type of accounts to concentrate?
* What is google Adsense

**Email Marketing**

* Benefits of email marketing
* Email marketing software
* Email marketing goals
* Intro to mailchimp
* Strategy of email marketing
* HTML Email
* Email Tracking

**Inbound Marketing**

* [Google Adsense](https://www.digitalniyana.com/how-i-got-adsense-approval-in-6-days/)
* Google Analytics
* Traffic Report
* Audience Report
* Affiliate Marketing
* What is AM?
* How it works
* How to find a good niche?
* [Top networks on affiliate marketing](http://www.digitalniyana.com/digital-marketing/top-5-tips-digital-marketing-strategy/)
* Payment models in AM
* AM in E-commerce
* Apply to AMf
* Promotion of AM products
* Methods of Promotion
* Reports and ROI

**Conversion Tracking**

* What is the conversion
* Process and Funnel
* Types of conversion
* Conversion Reports
* Funnel visualization
* Multi-channel funnel
* Attribution
* Reporting

**Insta Marketing**

* Insta account creation
* Analyze brands
* Strategy of Instagram
* Picture dimension
* Filters in Instagram

**Pinterest Marketing**

* Usage of Pinterest
* How brands use Pinterest
* Customize profile
* Pins and links
* Boards in Pinterest
* Using infographics
* Integration of Pinterest in site
* Tool for Pinterest

**Facebook Marketing**

* From objectives to ROI.
* Competitive research & analysis
* Audience targeting
* Bidding Strategies
* Remarketing Strategy
* Strategy presentation by participants
* Types of fb ads
* Fb ads vs google adds
* Importance of CTR (click through rate)
* Targeting & optimizing copy of your ad
* Live fb communities
* Community building on fb
* Fb brand page orientation
* Edgerank algorithm
* what is importance of engaging targeted audience on fb?
* Creating brand ambassadors on fb
* Leveraging fb insights for success
* Fb marketing success stories

**Twitter Marketing**

* Benefits of Twitter
* How brands use Twitter
* Profile Creation and customizing
* Types of tweets and statistics
* Content strategy for twitter
* Analysis of big brands
* What is hashtags
* Tools for twitter marketing
* Twitter analytics
* Twitter Strategy
* Twitter campaigns
* Pr on twitter
* Engaging customer through leadership
* Leaveraging lists

**YouTube Marketing**

* Creation of channel
* Statistics of video marketing
* Viral video examples
* How to optimize a video?
* You tube engagement metrics
* Increasing subscribers
* Annotation and cards
* Usage of playlist
* Understanding copyrights
* How to MailChimp statistics

**LinkedIn Marketing**

* Linked in leveraging for B2B
* Overview of linked in
* Lead generation through individual profiles
* Lead generation for enterprise, company page , ads , Strategy, groups
* Profile makeover, answer , groups , status update recommendation
* Open discussion on approach to leverage them
* Roi measurement framework
* Roi metrics dashboard creation
* Roi measuring tools
* Key competence
* Tools
* What is ORM? (online reputation management)
* Why ORM?
* Examples of ORM
* Areas to Google in ORM
* Generating report for ORM
* Monitoring of Search result
* Monitoring of complaint sites
* Monitor sites and blogs
* Case study
* Tools for managing reputation

**Module 4: Search Engine Algorithm**

* Overview
* Understanding search engine algorithms
* How do search engine algorithms work?
* Penalties and recoveries of search engine.
* Why a search engine needs to be updated?
* Reasons to get your website penalized.
* How to get your site optimized of Google’s hummingbird algorithm?
* What is panda and penguin algorithms?
* What is Google’s emd updates?
* Recovery of your site from panda, penguin and emd?
* Page Speed Ranking Signals & [Core Web Vital](https://digitalniyana.com/what-is-core-web-vitals/)
* [LCP, FID, CLS](https://digitalniyana.com/what-is-core-web-vitals/)

**Module 5: Search engine marketing(SEM)**

* PPC Training Introduction
* PPC Account Setup
* Google AdWords
* Yahoo Search Marketing
* Set-up PPC Campaign
* PPC campaign Navigation
* Use My Client Centre (MCC)
* What is “Click-through-Rates” (CTRs)
* What is Impression?
* What is Conversion?
* What is “Cost/Conversion”?
* How to increase CTR & Conversion
* What is Tracking Code?
* How to do Keyword Research for PPC
* What is Keyword Research?
* Research PPC Keywords
* Select Targeted/related Keywords
* Analyze Competitors keywords
* Find Keywords popularity & Search Volume
* Categorize Keywords in Ad groups
* PPC Keywords tools and resources
* How to Create Ads for PPC Campaigns?
* Create Effective Ads Ad groups
* Bids Management in PPC
* What is bidding?
* What is Quality Score?
* How Quality Score Effect on Bids?
* How to Increase Position on Search?
* Bid for Ad position
* Importance of bidding techniques
* How important is Landing Page for PPC?
* What is Landing Page?
* Important of Landing Page
* Optimize your landing pages
* How to Increase conversion rates?
* Use ‘Calls to Action’
* Cost/Conversion
* PPC reporting structure
* Campaign Performance Reports
* Keywords Performance Reports
* Ad group Performance Reports
* Ads Performance Reports
* PPC Campaigns Tools
* Google AdWords Tool

**SMS Marketing**

-How to do bulk SMS

**Module 6 (Tools)**

* Web Analytics
* Google Analytics
* Google AdWords
* Web Master tool
* Adsense
* Google Forms