Digital Marketing Course Outline

It's a matter of just 3 months to be a an Expert in Digital Marketing

Get yourself **ENROLLED** in the advance digital marketing course;
See below our detailed course outlines

SEO - Module_01

On-Page Optimization:

1. What is marketing?
2. SERP & Snippet
3. What is SEO?
4. Why SEO is Important?
5. Why Search Engines are important?
6. How does a Search Engine works?
7. When client can see the Results?
8. Major Google Updates
   1. Google Penguin
   2. Google Panda
   3. Google Hummingbird
   4. Google Pigeon
   5. Google Possum
   6. Google Mobile Gadden
   7. Google Rank Brain
   8. Google Fred
   9. Google Medics
9. Keyword Stuffing
10. What is Google Sandbox?
11. Do-Follow links & No-Follow links
12. In-bound links & Out-bond links
13. Internal links & External links
14. Robots.txt file
15. SEO Audit
    1. Checking of Backlinks

2. Existing SEO History
3. Existing Indexed URLs Detail In Google
16. Competitors Analysis
17. Keywords Research & Selection
    1. Keyword Planner
    2. Keyword Competition
    3. Keyword Searches
18. Keyword Optimization
19. Keyword Cannibalization
20. Canonicalization Factor
21. Redirects (301, 302, 404, 5xx)
22. Meta Tags Generations
23. Set Targeted URLs for SEO
    1. Meta Title
    2. Meta Description
    3. Page name (URLs)
24. Page Heading (H1,H2,H3,H4,H5,H6)
25. Content
26. Image alt tags
27. Bold text
28. Internal links Importance
29. XML Sitemap Creations
    1. XML Sitemap Submission in Webmaster
30. URL Structure Optimization
    1. URL re-writing
        1. HTML websites
        2. Core PHP websites
        3. WordPress websites
        4. etc.
31. Heading Tag Optimization
32. Content Optimization (Suggestions)
33. Anchor Text Optimization
34. Images Optimization
    1. Title Attribute for Images
    2. Alt Tags Optimization
35. Internal Link Building on Website Navigation
36. Target Key-Phrase Prominence
37. Accessibility of Navigation

38. On-Page Links Analysis for Targeted Keywords
39. Google Analytics Setup
40. Google Webmaster Tool Setup
41. SEO Reporting
    1. Daily Base Working Report
    2. Weekly Reporting
    3. Monthly Reporting
42. Daily Working Structure Setting

Off-Page Optimization:

1. Social Bookmarking
2. Business Directory Submissions
3. Classified Ads Posting
4. Blog Submissions
5. Web 2.0
6. Article Submissions
7. Business Profile Listings
8. Blog Comments
9. Forum
10. Info-graphic Sharing
11. Image Sharing
12. Microblogging
13. Social Sharing
14. Guest Posting
15. Search Engine Submissions
16. Private Blog Networks PBN
17. Links Wheel

PPC - Module_02

- Introduction to Pay Per Clicks (Google AdWords)
- PPC Metrics
- Google AdWords Advertising
- Keyword, Research and Creating Campaign
- Keywords Types
    o [Exact Match]
    o "Phrase Match"

- o Broad Match
- o +Modified Broad
- o -Negative
- AdWords Account Creation, Set-up and Campaign Management
- Google Analytics
- Keywords
- Ad Group
- Ad Network
  - o Search Network
  - o Display Network
- Campaign
  - o Manual CPC
  - o Maximize Clicks
  - o Maximize Impressions
  - o Maximize Conversion
  - o CPA
  - o Time Zone
  - o Multiple Timings in 1 Campaigns
  - o Campaign Days Management
  - o Campaign Time Management
  - o Ad Management
  - o Creating Ads
    - ▪ Text
    - ▪ Responsive
    - ▪ Call Ads
  - o Negative Keywords
  - o Ad Extension
    - ▪ Site-links
    - ▪ Callouts
    - ▪ Call
    - ▪ etc.
  - o Dynamic Ads
  - o Campaign Enabling / Disabling
  - o Overview Dashboard
  - o Irrelevant Searches Removal

SMM - Module_03

- Introduction to Social Media Marketing
- What is Importance of Social Media
- 6 Most Important Social Network
- Target of Social Media
- Social Plans for Individual & For Business
- What policies need to implement and what Don't
- What is Target Audience & Objectives?
- Competitive Analysis & Research
- Profile Making & Insert Link
- Join People & Relevant Group/Audience
- People Engagement Strategy
- Divert Traffic & Send Visitors to your Target Web Page
- Social Media Integration on Your Website
- Social Media Impact in SEO

Facebook

- Basics of Facebook
- Account Creation
  - Best Image Sizes for Profile, Banners and Posts
- Business Profile Page Creating
- Group Creating
- User Roles Assigning
- Post Sharing Techniques
- Paid Campaign
  - Types of Campaign
    - Page Promotion
    - Increase Post Reach
    - Get Website Traffic
    - Get more Messages
    - Get WhatsApp Messages
    - Get more Calls
    - Get more Engagements
- Facebook Ad Manager

Twitter

- Basics of Twitter

- Account Creation
    - Best Image Sizes for Profile, Banners
- Following People and Building a Base of Followers
- Adding Twitter Content
- Twitter Trends

Pinterest

- Basics of Pinterest
- Account Creation
- Creating Board
- Creating Pins
- Competitors Analysis
- Building your Brand Exposure
- Pinterest Adverts
- Posting of Comments

LinkedIn

- Basics of LinkedIn
- Creating LinkedIn Profile
- Connections
- Endorsement
- Establishing an Effective LinkedIn Network
- Page Creations
- Paid Campaign

Instagram

- Account Set-up
- What to post and how regularly
- Instagram Images that Attract the Right Users
- Instagram Etiquette
- Finding your Target Market
- Building your Followers
- Dealing with Negative Comments
- Maximizing Engagement
- Trends, Keywords, Hashtags

- Instagram Jargon (AKA, BRB, MYOB, BTW etc.)

YouTube - Module_04

- YouTube Basics
- Create a Channel
- Upload a Video, Go Live, Create Post
- Title & Descriptions
- Thumbnail & Playlists
- Audience & Tags
- Language & Date
- License & Distribution
- Category, Comments & Ratings
- Shorts Permissions
- Visibility, Subtitles & End Cards
- Publish Settings
- Analytics
- Mid-roll Ads
- Monetization
- Do's & Don'ts
- Google AdSense Account