NTI TECH ACADEMY

DIGITAL MARKETING

CURRICULUM

Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

Website Creation

- Understanding about Internet , websites ,
- Planning of a website Statics, Dynamics (Informative & Ecommerce)
- HTML Basic
- About CMS and creating website in Wordpress
- Domain Booking
- **Server & Hosting**
- **One Live Project**

Search Engine Optimization

- ➢ What is SEO?
- ➢ What are search engines and their
- ➢ functions ?
- ➢ Understanding traffic , keywords etc

On page optimization

Site Analysis
Keyword Research With Google Keyword Planner
Keyword Planning
Domain

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URL Structure

Title Tag
Meta Tag
Google Analytics (Code Generation)
Canonical Tag
H1 Tag
Image Optimization (Alt Tag)
Anchor Tag
Content Optimization
Sitemap Creation & Submission (html and xml)
Robots.txt
Custom 404

Offpage optimization

➢ What is Offpage SEO?
➢ Why Offpage is Important Ÿ
➢ What are Backlinks?
➢ Backlinks Creation Methods
➢ Difference Between Do Follow and No Follow Backlinks
➢ What is Google Page Rank
➢ How to Increase Google Page Rank
➢ Web Directory Submissions
➢ Social Bookmarking
➢ Article Writing & Submission
➢ Press Release Writing & Submission
➢ Comment Blogging
➢ Classifieds Posting
➢ Forum Posting Link Exchange (One way, two way and three way)
➢ Search Engine Submissions
➢ RSS Feeds

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- Google Web Master Tool (Search Console)
- Bing Web Master Tool
- SEO Interview Questions
- Others SEO Tools

Local SEO Google My Business (MAP) PPC Advertising (Google Ads & Express)

- Understanding in organic search results
- Introduction to Google ads & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google ads account
- Understanding ads account structure
- Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns-Search, Display, Video
- Difference between search & display campaign
- How does ads rank ads
- Understanding ads algorithm (adrank)

in detail with examples ● What is quality score

- Why quality score is important What is CTR?
- Why CTR is important Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups

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- Finding relevant adgroups options using tool
- Creating adgroups using tool
- 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
- 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
  - Remarketing

● GOOGLE ADS CERTIFICATION

- Ads Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

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Social Media Marketing
- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

Facebook Marketing
- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page merketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- **Facebook Creator Studio**
- **Facebook Ad Breaks**
- **Facebook Instant Article**

Linkedin Marketing
- What is Linkedin
- Understanding Linkedin
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles) ● Understanding Linkedin Groups (Manage Linkedin groups)
- How to do marketing on Linkedin groups
- Linkedin Advertising & it best Practices

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- Increase ROI from Linkedin ads
- Linkedin Publishing
- Company Pages

Twitter Advertising

- Understanding twitter
- Tools to listen & measure influence on Twiiter: Tweetdeck, Klout, PeerIndex ● How to do marketing on Twitter
  - Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

Video Marketing

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business
- Developing you tube video for Marketing strategy
  Get traffic through you tube

channel/video to your website ●

- Create video adgroup
- Targeting options
- YouTube Monetization
- How to Increase Youtube (Views, Subscriber Etc.)

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Google Analytics

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Gooogle analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytics account
- Hot to add analytics code in website
- Understanding goals and conversion 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 setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics • 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

● **GOOGLE ANALYTICS CERTIFICATION**

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Mobile Web Marketing
- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile marketing

● Email Marketing
- Database Collection of Email Id's
- Service provider (Mailchimp, Sendgrid)
- Mail Templates

- **App Store optimization (ASO)**
- **Addmob**
- **SMS marketing**

- **Whatsapp Marketing**

Online Reputation Management (ORM)

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online ● Understanding tools for monitoring online reputation
- Case studies on Ecommerce website ● Opencart
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

Adsense & Blogging
- What is Adsense
- How to get approved for Adsense
- Cool trick to get Adsense approval by Google
- Using your adsense account interface Placing ads on your

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blog ● Creating blogs with our Free theme

● What is Blogging

● How to Blog

● What is Wordpress and How to Create with Wordpress ● Wordpress Themes and Plugins

Affiliates

● What is Affiliates

● How to join and Earn with Affiliates

● Top Indian and Worldwide Bloggers

● How ot Earn Money with Blogging

Ecommerce Marketing

● What is Ecommerce

● Top Ecommerce Website around the world

● Ecommerce scenario in India

● How to do SEO of an Ecommerce website

● Why you need a solid Ecommerce marketing strategy ● Formulating right Ecommerce marketing strategy ● Ecommerce business

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