

BLUJAY TECHNOLOGIES

Course Curriculum

01 Introduction to Digital Marketing



- What is Internet Marketing?
- Objectives of Digital Marketing
- User Behaviour and Best Practices
- Understand the Journey of Online Customer Deining Marketing Goals

02 WordPress Concepts for Website Creation



- Overview of WordPress
- Understanding HTML & CSS Basics.
- Why WordPress?
- WordPress Installation Process.
- Understanding the WordPress Dashboard
- Understanding the Default Settings
- Installing and customizing themes to site.
- Content management in WP.
- Creating categories, pages, and posts.
- Adding menu to the site.
- Adding widgets to the site.
- Installing useful plugins for site features.
- SEO specicic plugins.
- How to Plan a Search Engine Friendly Website?
- Basics of Search Engines

03



Search Engine Optimization

- Basics of SEO
- Importance of SEO
- History of Search engines & how it works
- Popular Search Engines
- Importance of Search Engines SERP– Search Engine Result Page
- Types & Techniques of SEO
- Algorithms of SEO
- ON Page Optimization
- What is on page SEO?
- Website Analysis
- Competitor Analysis
- Keywords Research
- Content Creation & Optimization
- Heading Tag Optimization
- Image Optimization
- 404 Page Creation
- Robot ile creation
- Sitemap Creation
- Schema Data
- Breadcrumbs
- Canonical Tag
- Meta Tag Creation
- OFF Page Optimization
- Backlinks & Types of Backlinks & Link Juice
- Domain Authority
- Search Engine Submission
- Blog Creation and Optimization
- Link Building
- Social Bookmarking
- Link Baiting
- Link Exchange
- Forums
- Image Sharing
- Video Sharing
- Business Listing (Local Listing)
- Press Release
- Questions and Answers
- Document Sharing
- Guest Posting
- Community creation (Social Media)
- Local SEO
- What is local SEO?
- Creation of Google My Business
- Name, Address & Phone number (NAP)
- Customization of Google maps
- Reviews
- Optimization
- Local Submissions
- Mobile Optimization SEO
- How to optimize website for mobile/tab?
- Page Speed Responsive Templates
- Navigation
- Mobile site coniguration
- AMP
- Advanced SEO
- Schema Data / Rich snippet
- Language optimization
- .htaccess
- TLD International targeting
- Sub domains
- Search inside search
- Basics of E-commerce SEO
- Blog integration
- Site Auditing
- 30 SEO Tools
- Google Analytics
- Google Webmaster
- Keyword planner
- Google trends
- Google Page speed
- Woorank
- Alexa
- MOZ tool
- W3 Validator / Schools

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04 Google Analytics



- What is Web Analytics?
- How Google Analytics works?
- Why Google Analytics is needed for SEO Campaigns?
- How to configure Google Analytics?
- Google Analytics plug-in configuration within Word Press
- Checking Real-time Analytics
- Looking at Geo (location) of overall audience.
- Users low
- Acquisition – All Traffic – Channels
- Traffic achieved through organic search
- In-Page Analytics

05 Google Webmaster



- Explanation on Search Console.
- How to add a property to Search Console.
- Setting Geo-target location.
- Understanding Search Analytics.
- Advanced Search Query analysis.
- External Links Reports
- Internal Links Report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestions
- URL Parameters

06 Algorithms and Google Updates



- What is Algorithm?
- Why Google updates Algorithms?
- Google Panda
- Google Penguin
- Google Hummingbird
- Google Mobile Friendly Update
- Google Top Heavy Update
- Google EMD Update
- Google Pirate Update
- Google Pigeon Update

07 Search Engine Marketing Overview



- Understanding Google search
- Introduction about Google Ads.
- Understanding SERP
- Search Advertising
- Strategizing PPC Campaigns
- Setting objectives, goals & expectations.
- Google Account Setup ...
- Interface Tour & Billing Settings
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Campaign Setup, Ad Group Setup
- Understanding Ad Auction
- Ad Formats
- Ad Guidelines
- Ad Extensions.
- Pay Per Click Overview -PPC Definition & how it works.
- Quality Score, Conversion Rate etc.
- Factors to Improve Quality Score
- Types of CPC's.
- Ad Writing Techniques
- Writing Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analysing & Improving -Relevance & Quality score
- Improve conversion rates & relevant landing pages
- Ad Preview tool.
- Google Editor Tool
- Dynamic Search Ads Campaign Creation & Strategizing
- Smart Campaigns

08 Display Advertising



- What is Display Advertising
- How Display Ads Works?
- Benefits of Display Advertising.
- Creating a Display Campaign.
- Bidding Strategies
- Keyword Based Targeting
- Interest and Remarketing
- Topics Targeting
- Demographics Targeting
- Ad Formats and Sizes
- Example of Good and Bad Ads
- Display Ad Builder
- Display Planner Tool
- Display Campaign Reporting

09 Google My Client Centre



- Linking Existing AdWords account with MCC
- Campaign Performance Reports
- How to create a Manager Account
- How to link & unlink accounts
- Inviting Users to your account
- Managing Account Access Levels
- Creating Optional login AdWords Account

10 Conversion Tracking & Remarketing in AdWords



- Importance of Conversion Tracking Code & Implementation
- A/B Testing.
- Bid Management Plan -Understand bidding strategy.
- Manual vs. Automated bid management
- Benefits of Remarketing Strategy
- Building Remarketing List and Custom Targets
- Creating Remarketing Campaign.

11 Shopping Ads



- Shopping Campaign Setup
- Product Groups, Ad formats
- Reporting and Analysis

12 Universal App Campaigns



13 Google Tag Management



- Core concepts and principles of Tag Management using Google Tag Manager
- How to create website tags and Manage Firing Rules
- How to enhance your Google Analytics implementation?
- How to configure other marketing tags like Dynamic Remarketing?
- Tag Manager Structure Accounts and Containers
- Publishing and Versions
- Users and permissions
- Setting up container
- Rules for Analytics Tags
- Preview and Publishing Tags
- Understanding container versions
- Previewing a container