Digital Marketing Course Programme Moduless

Syllabus

[**Module 1 - Introduction To Digital Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh1)

* **What is Digital Marketing?**
* **Digital Marketing Process**
* **Benefits of Digital Marketing over traditional Marketing**
* **Performance Evaluation**
* **Digital Marketing Tools and Techniques**
* **Latest trends in Digital Marketing**

[**Module 2 - Web Creation using WordPress**](https://www.easycode360.com/digital-marketing-training.html#collapsewh2)

* **Get started with Website Development**
* **Domain and Hosting**
* **Link Buildup and Domain servers**
* **Installing and Configuring WordPress**
* **WordPress Dashboard**
* **Building dummy websites for practice**
* **Creating first post**
* **Plugins and customization**

[**Module 3 - Search Engine Optimization SEO-(On-page - Off Page)**](https://www.easycode360.com/digital-marketing-training.html#collapsewh3)

* **What is SEO**
* **Difference Between On-Page SEO and Off-Page SEO**
* **Keyword Research**
* **URL Structuring and Meta tags**
* **Content Management**
* **Sitemap and Backlinks (Do Follow and No Follow Backlinks)**
* **Google and Alexa Ranking**
* **Directory Submissions (Article, Press Release, Blog, Comment, Classifieds)**
* **Image Optimization**
* **Heading Tags**
* **RSS Feeds**
* **Technical optimization**
* **Localization / Co-citation**
* **Link Building Strategy**

[**Module 4 - Search Engine Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh4)

* **SEM Overview**
* **Learn about Google Search**
* **Personalized Marketing at Internet scale**
* **Google Adwords, Yahoo Search marketing and Microsoft AdCenter**
* **Pay Per Click (PPC) and its features**
* **Conversion rate and quality score**
* **PPC Campaigns**
* **Setting up campaign goals**
* **Formulating effective management**
* **Market Analysis**
* **Ad Writing Techniques**
* **Campaign Managements**
* **Landing Page Creation**
* **Bid Management Plan**
* **Understanding Visitor’s Mind**
* **Performance Tracking**
* **Report and Analysis**
* **Testing**

[**Module 5 - Social Media Marketing/Measurement of ROI**](https://www.easycode360.com/digital-marketing-training.html#collapsewh5)

* **Social Media Marketing Overview**
* **Importance of Social Media Marketing**
* **Facebook Marketing**
* **Linkedin Marketing**
* **Twitter Marketing**
* **Video Marketing**
* **Email Marketing**
* **Lead Generation**
* **Online Advertising**
* **Mobile Marketing**
* **Measurement of ROI**
* **Understanding Qualitative Feedback**
* **ROI measurement Framework**
* **Tools to measure ROI**

[**Module 6 - Email Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh6)

* **What is Email Marketing?**
* **Why it is necessary?**
* **Creating Email Content**
* **Emails and Newsletters**
* **Email Deliverability**
* **ISP, MX Record, Hosting Facility, IP/DNS, MTA, etc.**
* **Email Design and Template**
* **Lead Generation Through Emails**
* **Life Cycle Emails**
* **Digital Marketing Strategy Toolkit**
* **Email Campaign Management**
* **A/B Testing**
* **Email Exchange Program**

[**Module 7 - Inbound Marketing & Lead Generation**](https://www.easycode360.com/digital-marketing-training.html#collapsewh7)

* **Attracting Potential Customers**
* **Increasing Conversion Rate**
* **Engagement Magnets**
* **Audience Aggregation**
* **Landing Pages**
* **Engaging Visitors On Website**
* **Understanding Lead generation**
* **Lead Generation using Emails**
* **Getting started with Conversion Rate Optimization**
* **Testing**

[**Module 8 - Mobile Web & SMS Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh8)

* **Learn about Mobile Devices.**
* **Mobile Marketing and Social Media Marketing**
* **Basics of Mobile Marketing**
* **Industry based terminology**
* **Creating Responsive and Mobile friendly websites**
* **Using Tools to build mobile apps**
* **Targeting Ads on Apps and search engine through location**
* **Content Management on Mobile**
* **SMS Marketing**
* **Building apps on multiple platforms like android, iOS, Blackberry, etc.**

[**Module 9 - PPC-Google Ad-Word - Yahoo – Bing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh9)

* **PPC and Google Adwords Overview**
* **Creating Adwords Account**
* **Building First campaign**
* **Keyword Analysis and stuffing**
* **Display advertising**
* **Maintianing Quality Score and CTR**
* **Remarketing campaign**
* **Payment options**
* **Geo Targeting**
* **Google Analytics linking**
* **Overview and comparison of Bing and Yahoo PPC**

[**Module 10 - Google Analytics- Performance Measurement & Reporting**](https://www.easycode360.com/digital-marketing-training.html#collapsewh10)

* **Introduction to Web Analytics**
* **Getting started with Google Analytics**
* **Functionalities of Google Analytics**
* **Content Performance Analysis**
* **Google Adsense and Site Search**
* **E-commerce Tracking**
* **Social Media Analytics**
* **User Analysis**
* **Getting valuable insights and reporting**
* **Social CRM and Analysis**

[**Module 11 - E-Commerce & DotCom Web Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh11)

* **Understanding E-commerce Marketing**
* **E-Commerce Marketing**
* **The Indian E-commerce System**
* **Building E-Commerce Website**
* **Using Woocommerce**
* **Integrate Payment Gateway**
* **Integrate Logistic Services**
* **Setting up SaaS Store**
* **Shopping ads**
* **Store registration**
* **Uploading products**

[**Module 12 - Content Marketing’s**](https://www.easycode360.com/digital-marketing-training.html#collapsewh12)

* **Quality Content Creation**
* **Importance of quality content**
* **Content marketing Tips**
* **Developing Plagiarism free content**
* **Writing Headlines and Sub-headings**
* **Keyword research and analysis**
* **Articles, Blogs, Classifieds, Press Release**
* **Keyword Placement**
* **Keyword density**
* **Article submission**
* **Creating SEO based content**
* **Tools for writing content**
* **Where to get relevant content?**

[**Module 13 - Online Reputation Management**](https://www.easycode360.com/digital-marketing-training.html#collapsewh13)

* **What is Online Reputation Management?**
* **Why is it extremely necessary for the business?**
* **Learning ORM scenario**
* **Tackling negativity over the Internet**
* **10 ORM Commandments**
* **Using tools to monitor online reputation**
* **Ways to build a positive image of the brand**

[**Module 14 - Google Adsense (Blogging)**](https://www.easycode360.com/digital-marketing-training.html#collapsewh14)

* **Introduction to Google AdSense**
* **Learn to get approved by Google AdSense**
* **How to earn money from AdSense?**
* **Creating and maintaining Google AdSense account**
* **Right placement of ads on your web page**
* **Building blogs with free themes**
* **Learn how to increase the worth of your ads**
* **Get more and more visitors on your blog.**

[**Module 15 - Affiliate Marketing**](https://www.easycode360.com/digital-marketing-training.html#collapsewh15)

* **Affiliate marketing Overview**
* **The 3 A’s of Affiliate marketing**
* **Learn how to get thousands of dollars using Affiliate marketing**
* **Affiliate marketing history**
* **Affiliate marketing in India**
* **How to become an entrepreneur?**
* **Creating an Affiliate marketing account**
* **Get approved as an affiliate**
* **Top affiliate companies to work with**
* **Live examples and potential earnings**

[**Module 16 - Online Display Advertising & Platform**](https://www.easycode360.com/digital-marketing-training.html#collapsewh16)

* **What is Online Display Advertising?**
* **Types of Online Display Advertising**
* **Display Advertising**
  + **What are Banner ads**
  + **What is Rich Media ADs**
  + **What is Pop ups and Pop under ads**
* **What is Contextual Advertising?**
* **Types of Contextual ads**
  + **In Text ads**
  + **In Image ads**
  + **In video ads**
  + **In page ads**
* **What are Payment Method?**
* **Companies that provide online Display advertising solutions**
* **Tracking & Measuring ROI of online Advertising Ads ( Performance )**
* **How Assignment on allocating funds to various Ads Platform**
* **Different advertising platforms**
* **Creating Banner Ads Using Tools**