

Course Outline Digital Marketing

SL	Topic	Hour
1	Fundamentals of Internet & Computer	3 hours
2	Brief on Outsourcing	3 hours
3	Search Engine Optimization and classification	3 hours
4	Marketplace Profile Creation and apply Payoneer Master card	6 hours
5	Keyword Research: Keyword Research and Selection Optimize Keywords in Anchor Text Optimize Keyword Density Keyword Density calculation formula and checking tool Text Modifiers to Emphasize Keywords Discussion on LSI & LTK Keywords Keyword Research Tips & Ideas Using Google Insights for Search and Google Trends for Keyword Research	6 hours
6	Making Blog Site: Make a blog using blogger.com Make a blog using wordpress.com Maintenance Branding Website planning & Site Structure	12 hours

7	Setting up site/blog using WordPress: Domain pointing to hosting server Add domain on cPanel using "Addon Domain" Installing WordPress Uploading and installing Themes Installing important WP plugins How to publish an optimized article in Wordpress How to manage WordPress SEO plugin when publishing article	6 hours
8	On-Page Optimization Title Tag Optimization: Optimize Keywords in Title Tag Knowing the latest updates Meta	9 hours

	Description: Meta Tag Checker Optimize Keywords in Description Meta Tag Meta Keywords: Knowing Meta Keyword Tag Importance of MKT from SE perspective Heading Tags: Optimize Keywords in Heading Tags Image ALT tag: Complete image optimization techniques & guidelines	
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9	<p>Internal Links:</p> <p>Internal Link</p> <p>Internal Linking Important</p> <p>Examples of good Internal Linking practices</p> <p>Tips on Internal Linking</p> <p>Applying Internal Linking practice in blog</p> <p>URL Structure:</p> <p>Search Engine friendly URL optimization</p> <p>EMD or Keyword Rich Domain</p> <p>Domains with dash/hyphen</p> <p>Importance and value of Domain extension</p> <p>Domain length issue</p> <p>Optimize Keywords in Permalink Sitemap Submission & Robots.txt</p> <p>Google Search Console:</p> <p>Setting up Google Search Console Content</p> <p>Optimization:</p> <p>Setting up optimized Blog Post Title</p> <p>Titles Make Difference to SERPs</p> <p>Writing Purposeful Post Titles</p> <p>Make Descriptive Post Titles</p>	12 hours
	<p>Use synonyms to make post Title unique from others</p> <p>Word limit for an optimized Blog Post</p> <p>Reducing Bounce Rate of Blog</p> <p>Checking duplicate content using tools</p> <p>Clever post title ideas</p>	

10	Setting up site/blog using WordPress: Domain pointing to hosting server Add domain on cPanel using "Addon Domain" Installing WordPress Uploading and installing Themes Installing important WP plugins How to publish an optimized article in Wordpress How to manage WordPress SEO plugin when publishing article	6 hours
11	Off-Page Optimization: Directory submission , Social Bookmarking , Image Search, Guest Posting/Blogging , Forum Posting , Blog Comment Posting , Article Submission , The concept of Dofollow/ Nofollow Backlinks , Yahoo Answers, Link Wheel, Web 2.0, Tiered link building process, Infographic Backlink, Video Promotion, and other form of backlink process effective now a days.	33 hours

12	Social Networking Sites: Facebook (Account) Facebook (Like Page, Group) LinkedIn Twitter Google+ Instagram Pinterest	15 hours
13	Tools, Add-On's & Extensions: Discussion on different SEO Tools: Backlink checker tools, techniques and counts Checking the Backlink of a site/link StatCounter & other web analysis tools SEO Power Suite Backlink age, authority, popularity: Discussion on Backlinks: Backlink age Backlink authority Backlink popularity How to get high quality backlinks Course Review	6 hours
Total =		120 hours

Software Taught

- Ahref's
- SEMrush
- Google Adwords

Career Opportunity

A career in digital marketing offers a wide range of possibilities. The career options in digital marketing are varied to a large extent, both in terms of regular jobs or freelancing. As the digital population continues to rise, digital marketers are highly sought after by global brands. In fact, small or large, every business needs digital marketers to boost their brand awareness and sales. In a regular or freelancing career,

digital marketing takes to the peak of success. And, by getting into entrepreneurship, you can become your own boss.

The following are common digital marketing career options:

- Digital Marketing Specialist
- Content Marketing Specialist

SEO Specialist

- Online Marketing Specialist
- Inbound Marketing Specialist
- Search Engine Marketing Specialist
- Social Media Marketing Specialist
- Email Marketing Specialist

Online Marketplace

Almost all the general marketplaces have a digital marketing category. After completing this course successfully, get enabled to work in many marketplaces, including the following:

- Fiverr
- Freelancer
- Upwork
- PeoplePerHour
- LinkedIn Profinder