

# ***SIEVE*** SOFTWARE

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## **Digital Marketing Course Content**

### **1. Internet & Search Engine Basics**

- What is Digital Marketing?
- Importance of Digital Marketing
- Types of Internet Marketing Methods
- How the Search Engine works?
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- History of SEO
- Panda Update and its Importance
- Latest Updates and its Importance
- Latest Updates about Algorithms
- Understanding The SERP
- Using Search Operators

### **2. SEO (Search Engine Optimization)**

Keywords Research and Analysis

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- AdWords Tool / Keyword Reveller
- Competition Analysis

- Finding the best Keywords
- Localized Keywords Research
- Language Based keywords
- Primary keywords
- Secondary keywords
- Keywords selection

### **3. On Page Optimization**

- Onsite Optimization Basics
- Domain Names In SEO
- Website structure and Navigation
- Creating Filenames In site
- Title Tag Optimization
- Meta Tags Optimization
- Copywriting and SEO Copywriting
- Header Optimization
- Anchor links Optimization
- Snippets Creation
- Image Tag Optimization
- Footer Optimization
- Creating an HTML and XML Sitemaps
- Sitemap Generation Tools
- URL Rewrite Techniques
- Using Robots.txt
- Malware Removal Guidelines
- Anchor Links Optimization
- Web CEO Tool
- Google
- Mobile-Friendly Test tool
- Page Speed Tool
- SEO Auditor

- Plagiarism checking tools
- Back Links Checker Tool
- Google disavow tool

#### **4. Off Page Optimization**

- Introduction to offsite Optimization
- Submission to Search Engines
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submissions for SEO
- RSS Feed creation and Submission
- Black Hat SEO techniques

#### **5. Reports and Management**

- SEO Audit report
- Website Position Analysis
- Introduction to google Analytics
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- Initial analysis Report
- Competitor analysis Report

#### **6. Google Search Console**

- Introduction: Google Webmaster Tools
- Verification
- Site Dash Board
- Site Messages

- Site Settings
- Site Appearance
- Search Traffic
- Google Index
- Crawl
- Malware
- Structured Data

## **7. SEO for Ecommerce**

- What is SEO for ecommerce?
- Exploring how SEO affects the buying process
- Setting Expectations and establishing realistic goals for your SEO results
- Understanding exactly who your customer is
- Using simple and long TAIL KEYWORD Searches
- Implementing customer reviews to boost SEO sucrose
- HARNESSING Google Analytics to better understand Site visitors

## **8. Local Business Optimization**

- Google My Business
- Steps to Create your first listing
- Google My Business Listing verification
- Claim listing on major Search Engines
- The Importance of getting reviews on google places
- Big Local Business optimization

## **9. WordPress for SEO**

- What's is WordPress CMS and why use it?
- WordPress website Dashboard words press plugins
- SEO: Yoast & Google Analytics
- Free and premium themes Working with Twenty Twelve Theme

## **10. Social Media Optimization (SMO) TRAINING**

- Facebook Profile maintenance
- Facebook Page Creation
- Google Plus
- Pinterest
- Linked In Networking
- Twitter
- YouTube Delicious
- Reddit
- More other Social Media networking

## **11. Blogging**

- Blog Post Updating
- Blog Marketing
- Blog Commenting
- Local Business Listing
- Classifieds posting
- Forum Signatures and commenting
- Using Blogs for SEO
- Blog Commenting
- Social Networking Concepts

## **12. You Tube Marketing**

- Introduction to YouTube
- Why YouTube becomes key part of your marketing Strategy
- Ground rules do's and Don'ts While creating a YouTube presence
- How it Works basic and Advance features
- What, Why and when to publish on you tube
- Building a brand on YouTube
- Getting your message on you Tube
- Driving traffic to your website from YouTube
- Direct benefits to your website

## **13. Email Marketing**

- Introduction to Email Marketing
- Email as Conversation
- Creating the Email
- Landing Pages
- The mailing List
- Spam and Blacklists
- Working with email Service Providers(ESPS)
- Combining Email with other Channels
- Marketing Automation Basics
- Advanced Marketing Automation
- Metrics & Measurement

#### **14. Facebook Advertising**

- Introduction to Facebook Advertising and How does it works
- Facebook Vs Google AdWords
- Ads manager
- Types of Facebook campaigns
- Types of Bidding

#### **15. LinkedIn Advertising**

- Creating a LinkedIn ad campaign for a sponsored post for clicks to website.

#### **16. Search Engine Marketing (SEM) Training**

##### **Introduction to SEM and AdWords**

- Basics of Internet marketing
- AdWords Certification Exams
- Benefits of AdWords
- Compared to other Networks

#### **17. AdWords Account Setup**

- Creating AdWords Account

- AdWords Interface Tour
- AdWords Dash Board
- Billing in AdWords

## **18. Creating First Campaign**

- Understanding the purpose of the campaign
- Account Limits in AdWords
- Location and language settings
- Networks and Devices
- Bidding and budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social Settings (Display Only)
- Automatic campaign optimization (Display Only)

## **19. Ad groups and keywords**

- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- AdWords keyword Tool
- Text Ad format
- Quality Score and its Importance
- Understanding The Ad Group and keywords Dash Board
- Search Terms
- Columns Customization
- Alerts Setting

## **20. Format and Guidelines**

- Ad Types in AdWords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format

- Ads Preview and diagnosis

## **21. Display Network Targeting/Mobile marketing**

- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- Manual Placements
- Placement Tool
- Contextual Targeting Tool
- CPC Bidding and CPM Bidding
- Setting a Video Campaign
- Audience Tab
- Mobile friendly advertising
- Remarketing strategy

## **22. Website Optimizer**

- Using Website Optimizer Tool
- A/B Testing
- Multi Variant testing

## **23. Certifications Guidance on:**

- Google AdWords certification
- Facebook Certification
- Google Analytics Certifications
- H.P Life certification
- S.M study Certification