RED & WHITE GROUP OF INSTITUTE
One Step In Changing Education Chain...

FACULTY NAME											
STARTING DATE	D	D	-	M	M	-	Y	Y	**GRID**		
ENDING DATE	D	D	-	M	M	-	Y	Y	**B. TIME**	H H : M M

S T U D E N T N A M E

Google Cls. Code

DIGITAL MARKETING

TOTAL DAYS: _____ /90

LEC.	TOPICS	DATE	P/A	FEEDBACK	STUDENT SIGN	FACULTY SIGN	REMARK
1	**INTRODUCTION OF DIGITAL MARKETING** -WHAT IS DIGITAL MARKETING -WHAT IS SEO -WHAT IS SEM -WHAT IS SMM -WHAT IS EMAIL MARKETING -WHAT IS WEB ANALYTICS -WHAT IS SPECIALIZATION MODULE			A B C D			
2	**CERTIFIED BLOG DEVELOPMENT COURSE** -HOW TO CHOOSE & BUY DOMAIN & HOSTING -DOMAIN & HOSTING INTEGRATION -HOW TO BUILD A WEBSITE WITH WORDPRESS -HOW TO INSTALL WORDRPESS IN HOSTING			A B C D			
3	-WORDPRESS COMPLETE OVERVIEW -BLOG CREATION COMPLETE OVERVIEW -WOO COMMERCE COMPLETE OVERVIEW (E-COMMERCE)			A B C D			

4	-HOW TO INSTALL REQUIRE PLUGIN COMPLETE OVERVIEW
	  -YOAST SEO/RANKMATH
	  -SASSY SOCIAL SHARE
	  -INSERT HEADERS AND FOOTERS
	  -CONTACT FORM 7
				A B
				 C D			

5	**CERTIFIED SEARCH ENGINE OPTIMIZATION (SEO) COURSE** -HOW GOOGLE WORKS? -WHAT IS SEARCH ENGINE OPTIMIZATION			A B C D			
6	**TECHNICAL SEO** -WEBSITE LOADING SPEED -WEBSITE ARCHITECTURE			A B C D			
7	-MOBILE RESPONSIVENESS -SITEMAP.XML / SITEMAP.HTML -ROBOTS.TXT			A B C D			
8	-GOOGLE SEARCH CONSOLE			A B C D			
9	-.HTACCESS -301/302 REDIRECTION -400 BAD REQUEST -401 UNAUTHORIZED -403 FORBIDDEN -404 NOT FOUND -500 INTERNAL SERVER ERROR -502 BAD GATEWAY -503 SERVICE UNAVAILABLE -504 GATEWAY TIMEOUT -NON-WWW TO WWW REDIRECTION - CANONICAL TAG			A B C D			
10	**ON PAGE SEO** -WHAT IS ON PAGE SEO -WHAT IS KEYWORD -HOW TO DO KEYWORD RESEARCH			A B C D			

IN FEEDBACK (81% <= A <= 100% | 61% <= B <= 80% | 31% <= C <= 60% | 0% <= D <= 30%)

#	Topic			Rating			
11	-HOW TO CONSURCT URL -HOW TO WRITE META TITLE -HOW TO WRITE META DESCRIPTION -HOW TO WRITE HEADING TAG (H1) -HOW TO OPTIMIZE ALT TEXT			A B C D			
12	-CONTENT OPTIMIZATION -INTERNAL LINK (INBOUND LINK) -EXTERNAL LINK (OUTBOUND LINK) -HOW TO USE H2,H3,H4,H5,H6 -HOW TO USE LSI KEYWORDS -HOW TO BOOST DWELL TIME			A B C D			
13	**OFFF PAGE SEO** -WHAT IS OFF PAGE SEO -WHAT IS BACKLINKS -TYPES OF BACKLINKS -WHAT IS ANCHOR TEXT & IT'S TYPES			A B C D			
14	**OFF PAGE SEO TECHNIQUES** -Blog Commenting -Profile Creation -Social Bookmarking -Directory Submission -Article Submission -Q&A Submission -Video Submission -Images Sharing -Web 2.0 Submission -Guest Post & Content Marketing			A B C D			
15	**OFF PAGE SEO METRICS** -WHAT IS DA/PA (MOZ) -WHAT IS DR/UR (AHREFS) -WHAT IS TF/CF(MAJESTIC SEO) -WHAT IS DS/PS (UBBERSUGGEST)			A B C D			
16	**GOOGLE ALGORITHEM** -PANDA -PENGUIN -HUMMINGBIRD -PIGEON -MOBILEGEDDON -EMD (EXACT MATCH DOMAIN) -RANKBRAIN -POSSUM -FRED			A B C D			
17	**TYPE OF SEO** -WHITE-HAT SEO -BLACK-HAT SEO -GREY-HAT SEO			A B C D			
18	**CERTIFIED SEM (SEARCH ENGINE MARKETING) COURSE** WHAT IS SEM? GOOGLE ADS -GOOGLE SEARCH ADS -GOOGLE DISPLAY ADS -GOOGLE SHOPPING ADS -GOOGLE VIDEO ADS -GOOGLE APP ADS			A B C D			
19	**CERTIFIED SMM (SOCIAL MEDIA MARKETING) COURSE** WHAT IS SMM? -HOW TO CREATE CONTENT FOR SOCIAL MEDIA MARKETING?			A B C D			
20	**Social Media Channels** -FACEBOOK MARKETING (ORGANIC + PAID MARKETING) -INSTAGRAM MARKETING (ORGANIC + PAID MARKETING) -TWITTER MARKETING (ORGANIC + PAID MARKETING) -LINKEDIN MARKETING (ORGANIC + PAID MARKETING) -PINTEREST MARKETING (ORGANIC + PAID MARKETING) -YOUTUBE MARKETING (ORGANIC + PAID MARKETING)			A B C D			

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#	Module			A/B/C/D			
21	**CERTIFIED EMAIL MARKETING COURSE** What Is Email Marketing -How to Create Funnel Effectively? -Mail Chimp Tool Overview -Mail chimp Tool Integration -How To Create Email Template? -How To Create Email Automation?			A B C D			
22	**CERTIFIED WEB ANALYTICS COURSE** WHAT IS GOOGLE ANALYTICS -GOOGLE ANALYTICS INTEGRATION ON WEBSITE -GOOGLE ANALYTICS OVERVIEW			A B C D			
23	**SPECIALIZATION MODULE (*FREE OF COST)** -HOW TO BECOME A FREELANCER IN DIGITAL MARKETING? (OVERVIEW) -AFFILIATE MARKETING (OVERVIEW) -GOOGLE ADSENSE/AD MOB (OVERVIEW) -HOW TO EARN MONEY ONLINE(OVERVIEW)			A B C D			
24	-Website Local To Live Training (Overview) -Website Migration Training (WordPress) -How To Use Canva ? -Online Task Management (Overview)			A B C D			
25	-Google Drive Management: Sheet, Docs, Slides (Overview) -SEO on: WordPress, Magneto. Open Cart, Core (Overview) -SEO Project Management & Report Creation (Overview) -Content Writing Skills Development (Overview)			A B C D			
26	**Digital Marketing Tool** - Semrush - Ahrefs - Moz - Buzzsumo - Keyword Tool.Io - Spyfu - Quetext - Woo Rank - SERP Stat - Answer The Public			A B C D			
25	-Gtmetrix -Siteliner -Google Trends -Animoto -Piktochart -Crello -Picmonkey -Similar Web -FB Pixel Helper -Color Picker -Ubersuggest			A B C D			
26	- Google SERP Snippet Optimization Tool - Tweetdeck - Google Pagespeed Insights - Pingdom - Grammarly - Headline Analyzer - Google Analytics URL Builder - Google Alerts- - Bit.Ly - Screaming Frog SEO Spider - Blog Topic Generator			A B C D			
27	**CREATING A RESUME**			A B C D			
	Job Placement Procedure						

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	FOR EXTRA LECTURES					

NOTE: -

- FEEDBACK WILL BE GIVEN BY STUDENTS.
- MARKS OUT OF 10 WILL BE GIVEN BY TUTOR.
- RESPONSIBILITY OF THE SIGNING SHEET TO BE FILLED WILL BE OF STUDENTS.
- THE SIGNING SHEET SHOULD BE COMPLETED WITH GOOD MARKS AND FEEDBACK FOR THE CERTIFICATION PROCEDURE.

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