## Digital Marketing Course Content

## Digital Marketing Introduction

## What is Digital Marketing?

## Why Digital Marketing?

## Digital Marketing platforms?

## Digital Marketing Strategy

## Types of Digital Marketing – Organic & Paid

## Digital Marketing VS Traditional Marketing

## How is it different from traditional marketing?

## ROI between Digital and traditional marketing?

## Understanding the Website

## What is a website

## Types of websites?

## Static Website

## Dynamic Website

## E-Commerce Website

## Domain Booking

## Web Hosting Purchase

## Website Architecture

## Website Creations

## Blogger

## WordPress

## Keyword Selection Strategies

## Keyword Analysis

## Keyword Competition

## Search Engine Optimization (SEO)

## What is SEO?

## How do search engines work?

## SEO Tools

## Web position Analysis

## Competition Analysis

## Google Algorithms and Updates

## On Page Optimization

## Title Tag

## Meta Description

## Meta Tags

## Canonical form

## Alt Tag

## Anchor Text

## Header Tag

## Robots.txt

## Xml Sitemap

## Redirections ( 301, 302)

## 403 Forbidden

## 404 File Not Found

## Webmaster

## Google Analytics

## Offpage Optimization

## Search Engine Submissions

## Backlink Submission

## Social Bookmarking

## Classified Submissions

## Article Submissions

## Content Marketing

## Image Marketing

## Video Marketing

## Video Strategy

## Event Creations

## Question And Answers

## Social Media Optimization (SMO)

## Google+

## Set-up and usage

## Company profile

## Communities Creations

## Promotions

## Event Creations

## Facebook

## Profile Creations

## Creating groups and pages

## Tips and Guides

## Posts And promotions

## Events Creations

## Video Marketing

## Promotional Techniques

## Integration Techniques

## Twitter

## Set-up and usage

## Tips

## Promoted Tweets

## Video Marketing

## Promotional Techniques

## Integration Techniques

## Analytics

## LinkedIn

## Profile Creations

## Company Page Creations

## Tips and Guides

## Linkedin posts

## Linkedin promotions

## Linkedin Groups

## Video Marketing

## Promotional Techniques

## Integration Techniques

## Instagram

## Integration Techniques

## Promotional Techniques

## Search Engine Marketing (SEM)

## Introduction to SEM

## Google Adwords

## Search Advertising

## Display Advertising

## Mobile Advertising

## Video Advertising

## Shopping Advertising

## Report generation

## Google Adwords Express

## Setup

## Google Mapping Ads

## Bing Ads

## Setup

## Marketing

## Social Media Marketing (SMM)

## Introduction to SMM

## Facebook

## Sing up

## Payments Methods

## Paid Promotion

## Video Ads

## Event Marketing

## Twitter

## Set-up and usage

## Tips

## Promoted Tweets

## LinkedIn

## Setup Paid Ads

## Linkedin Post promotions

## LinkedIn Paid Campaigns

## Affiliate Marketing

## What is Affiliate Marketing

## Components of Affiliate Marketing

## Affiliate marketing types

## Affiliate marketing tools

## Earning Techniques

## Email Marketing

## How Email Marketing Works?

## Types of emails

## What to write

## How to write

## list creation

## Creating e-mailers

## Tracking emailers

## Create Template

## Reporting

## Mobile App Promotions

## Android Apps

## iPhone Apps

## Marketing Strategies

## Marketing Tips

## Certifications

## Google Partners

## Search Advertising

## Display Advertising

## Mobile Advertising

## Video Advertising

## Shopping Advertising

## Google Analytics

## Social Media Marketing Certification

## Reporting

## Google Webmasters

## Google Analytics

## Tools

## Alexa

## VIDIQ

## AddThis

## Pinterest

## MOZ

## Online Earning Types

## Google Adsense

## Content Marketing

## Video Marketing

## Affiliate Marketing

## Freelancing

## Entrepreneur

## Resume Preparation Guidance

## Mock Interviews

## Interview Tips