



DIGITAL MARKETING COURSE CONTENT

SEO (Search Engine Optimization)

Website Basics Class:

- What is Domain & Types
- T.L.D & S.L.D Domain
- Domain Registration
- What is Web Hosting Server
- Windows Server
- Linux Server
- Sharing, Reseller, Cloud
- what is http, https
- What is Website?
- Dynamic, Static Websites

Search Engine Basics:

- What is Search Engine?
- How Search Engine Works
- Google Search Engine History

Google Search Engine Updates:

- Google Penguin Algorithm
- Google Panda Algorithm
- Google Hamming Bird Algorithm
- Google Page Rank
- Google SERP Positions
- What is SEO
- Why do SEO
- Crawler, Indexer, Robots

Website & Competitor analysis:

- Google Keyword Tool
- High, Medium, Low Competitor
- Global, Monthly Searches
- Free Keyword Tools



On Page Optimization:

- Meta Title
- Meta Keywords
- Meta Description
- Header tags
- image Alt Tag
- Anchor text
- Keyword Density, Keyword Stuffing, Keyword Prominence
- Canonical Form
- Robots.txt File
- XML Sitemap(Search Engine Purpose)
- HTML Sitemap(User Purpose)
- 301,302,404 Errors
- Footer Optimization
- RSS Feeds

Off Page Optimization:

- What is Link Building
- One way link building
- White Hat Link Building
- Black Hat Link Building
- Two Way or Reciprocal link
- Bookmarking Submissions
- Press Releases Submissions
- Search Engine submissions
- Article Submissions
- Classified posting
- Forum Posting
- Blog Comments
- Google, Yahoo Groups
- Blog Creation
- WEB 2.0 Sites
- Google Places / Local Places Listing:
- Places.google.com
- Maps Google
- Reviews

Reports & Tools:

- Google Analytics
- Webmaster Tool

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- Page loading time
- Bounce rate
- Website Speed
- Alexa rank
- Spinner Articles

SEM (Search Engine Marketing)

Google Ad words:

Ad words Basics

- What is Google Ad words & how it Works?
- Difference between Ad words & Ad words Express
- Ad words Policies
- Ad words Basics
- Ad words Account Structure
- Ad words Account Navigation
- What is Ad Extensions & Types?
- What is Keyword & Keyword Match Types?
- Quality Score
- Ad Rank
- CTR
- Ad Scheduling
- Location Targeting
- Ad words Campaign Types & How it Works?
- Campaign Management
- Ad Group Management
- What is Conversion Tracking & Setup?
- Search Network Ad Types
- Display Network Ad Types
- Video Ad Formats
- Universal App Campaign

Campaigns:

- **Search Network:** Campaign Creation, Ad Group Creation, Ads Creation, Extensions, Location Targeting, Ad Scheduling, Keywords, Bidding, Budget, Negative Keywords.
- **Display Network:** Campaign Creation, Ad Group Creation, Ads Creation, Location Targeting, Ad Scheduling, Keywords, Placements, Topics, Demo Graphic, Excluding List, Bidding, Budget
- **Video Ads:** Campaign Creation, Ad Group Creation, Ads Creation, Location Targeting, Ad Scheduling, Excluding List, Bidding, Budget

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- **Universal Mobile App:** Campaign Creation, Ad Group Creation, Ads Creation, Location, Ad Scheduling, Excluding List, Bidding, Budget
- **Shopping Ads:** Google Merchant Account Creation, Site Verification, Business Information, Campaign Creation, Ads Creation, Location Targeting, Ad Scheduling, Excluding List, Bidding, Budget.

SMO (Social Media Optimization) & SMM (Social Media Optimization)

- Introduction to Social Media
- What is Social Media
- SMM vs SMO
- Benefits of using SMM
- Social Media Statistics
- Why use Social Media Marketing
- Social Media Strategy
- Impact of Social Media on SEO
- Facebook Marketing
- Facebook account setup
- Personal account properties
- Facebook business page setup
- Types of Business pages
- Facebook marketing strategy
- Competition analysis
- Cover photo designing
- Increase the Likes to page
- Page management options
- Types of Posts and Statistics
- Dimensions in Posts
- Creating a post strategy
- Examples of Creative Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps creation
- Integration FB in Site
- Facebook Advertising
- What is Facebook Advertising
- Types of Promotions
- Audience Targeting
- Advanced Audience Targeting
- Bidding Strategies
- Ad Formats

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- Ad Dimensions and Rules
- Remarketing Strategy
- Conversion Tracking
- YouTube Marketing
- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Create video marketing strategy
- Viral video examples
- Upload the first video
- How to optimize the video
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers
- Annotations and Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Studio
- YouTube Analytics
- LinkedIn Marketing
- What is LinkedIn?
- Benefits of LinkedIn Network
- Create a LinkedIn profile
- Optimizing the profile
- Skills and Endorsements
- Recommendations in LinkedIn
- Creating new connections
- Posting content in profile
- LinkedIn Groups
- Finding Jobs in LinkedIn
- Creating company page
- Customization of page
- Posting in LinkedIn Page
- Advertising in LinkedIn

Online Reputation Management

- Importance of ORM in Digital Marketing
- ORM tools and Techniques

Affiliate Marketing

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- What is Affiliate marketing
- Components of Affiliate Marketing
- How Affiliate Marketing Works
- How to become a merchant
- How to become a Publisher
- Affiliate marketing types
- Affiliate marketing tools

Email Marketing

- How Email Marketing Works?
- Types of mails
- What to write
- how to write
- when to send
- Tools used in Email Marketing
- how to measure
- Email marketing report generation and its Metrics

Content Marketing

- Types of Content marketing practises in Digital marketing
- How to implement Content marketing
- How to measure content marketing

YouTube Optimization

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Video Marketing

Google My Business

Google Certifications

Live Projects

Course Complete Certificate

Placement assistance

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