

DIGITAL MARKETING

Core Topics

1. Digital Marketing – Technical Jargons and Understanding
2. Website design and Best Practices
3. Search Engine Optimization & Competitor Analysis
4. SEO – On Page Optimization
5. SEO – Off Page Optimization
6. Google Analytics & Webmaster
7. Email Marketing
8. Video Marketing
9. Google AdWords – Campaign Management
10. SMO – Facebook Campaigns

Digital Marketing – Technical Jargons and Understanding

- Digital Marketing – Meaning, Structure & Types
- Importance of Online Marketing-Internet Marketing
- How Online Marketing Works?
- Significance of SEO
- Main Search Engines, Directories and Understand Relationship chart

Website design and Best Practices

- Choosing a domain name & Hosting Plan
- How to make web site live – Best Practices
- Understand website navigation, site structure etc.
- Types of website - dynamic & static website.

- Website design – HTML, HTML5, CSS3, JS, MY SQL, PHP basics
- Development Technique Basics

Search Engine Optimization & Competitor Analysis

- What is SEO?
- Need of Search Engine and its structure
- How Search Engine works
- Major Function of Search Engines
- Different types of Keyword
- Google Algorithm
- Page Rank, Alexa, Link Bait
- Types of Backlinks
- White Hat SEO and Black Hat SEO

SEO – On Page Optimization

- Site Analysis
- Keyword Research
- Keyword Analysis
- On page optimization technique
- Meta Tag Development
- Rel="Nofollow"
- Canonical Implementation
- Creating Sitemaps & Integration
- Creating Robot.txt
- Optimize SEO content & check duplicate
- Content Optimization
- Keyword Density & Proximity
- Internal Linking
- Image Optimization

SEO – Off Page Optimization

- Directory Submission
- Social Bookmarking
- Submission Article
- Submission Press Release
- Submission Forum
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Creation & Commenting
- Google Maps
- RSS Submission

- Yahoo Question & Answer Participation

Google Analytics

- ✚ Digital Analytics Fundamentals
 - Getting started with digital analytics
 - Understanding and using Google Analytics data
 - Collecting actionable data with Google Analytics
 - Navigating Google Analytics reports
 - Navigating Conversions reports
- ✚ Google Analytics Platform Principles
 - Platform Fundamentals
 - Collection
 - Processing & Configuration
 - Reporting
- ✚ Ecommerce Analytics: From Data to Decisions
 - Introduction to Ecommerce Analysis
 - Assessment
 - Understanding Customers
 - Understanding Shopping Behavior
- ✚ Mobile App Analytics Fundamentals
 - Introduction to Mobile App Analytics
 - Attracting New Users
 - Measuring behavior
 - Increasing revenue

Google Webmaster

- ✚ Search Appearance Overview
 - Structured Data
 - Data Highlighter
 - HTML Improvements
 - Sitelinks
- ✚ Search Traffic Analytics and Info
 - Search Analytics
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- ✚ Google Index and Crawl Errors
 - Index Status

- Content Keywords
- Blocked Resources
- Remove URLs
- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters

Google AdWords

- ✚ Understanding the value of online advertising
 - Benefits of online advertising and AdWords
 - Google's advertising networks
 - Where your ads can appear
 - The quality of your ads
 - What you pay
- ✚ Setting-up and AdWords Campaigns
 - Choosing a campaign type
 - Structuring your campaign
 - Targeting your audience
 - Setting bids and budgets
 - Creating ad groups
- ✚ Tools to plan a campaign
 - Measuring and optimizing performance
 - Measure your results
 - Tools to measure your performance
 - Evaluate metrics relevant to your goals
 - Optimize your campaign
- ✚ Search Advertising
 - Review AdWords and search engine marketing essentials
 - Ad formats
 - Ad and site quality
 - Learn to utilize available AdWords tools, including AdWords Editor
 - Create and understand effective AdWords reports
 - Take advantage of optimization opportunities for greater conversions
 - Implement budget and bidding strategies to maximize performance
 - Get started with AdWords API, including API tools and resources
- ✚ About the Google Display Network
 - Google Display Network and YouTube on computers, mobile devices, and tablets
 - The value of display advertising on the Google Display Network

- Benefits for brand and direct response advertisers
- Media purchase options on the Google Display Network
- Display inventory and ad formats on the Google Display Network
- Create your ads
- Ad Formats for The Google Display Network
- Using the AdWords Ad gallery
- Best Practices for Display Ads
- Display Ad Policies

Email Marketing

- What is email marketing?
- Email strategy and planning
- Challenges faced in sending bulk emails
- Types of email marketing – Opt In and Bulk Emailing
- Setting up lists and web forms
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing
- Best practices to send bulk emails
- Working With Email Service Providers
- Improving ROI with A/B testing
- Learning the art of lead generation, monitoring & tracking

SMO – Facebook Campaigns

- Creating Strong Profiles on Facebook
- Facebook Marketing Apps
- Creating Pages & Groups
- Increasing Page like and Audiences
- Doing organic campaigns
- Doing Paid Campaigns on various level
- Lead Generation
- Branding on Facebook

Video Marketing

- Video Creation
- Uploading Managing Videos
- Optimizing Videos for Search Engines
- Search Engine Optimization of Videos
- Promoting Videos
- Brand Promotion through Videos
- Advertising on You Tube