

## **Digital Marketing**

### **Course Outline**

#### **MODULE 1: BASICS OF DIGITAL MARKETING**

- Why Digital Marketing
- How Search Engines Work
- Introduction to Search Algorithms
- Hosting & Servers - Importance
- Search Engine Operators
- Crawling, Indexing, Caching
- Basics of HTML
- Title and Important SEO Tags
- eCommerce Website Development Platforms
- Best Blogging Platforms
- WordPress Dynamic Website Management

#### **MODULE 2: SEO TRAINING**

##### **Search Engine Algorithms**

- Introduction to Search Engine Algorithms
- What are Search Engine Algorithms?
- How Search Engine Algorithms Work?
- Why a Search Engine Needs to Update its Algorithms?
- Search Engine Penalties and Recoveries
- Why a Search Engine Penalizes a Website?

##### **Keyword Research**

- How to Do Keyword Research
- Types of Keywords
- Keyword Research Techniques
- Seed Keywords/Supportive Keywords
- Multiple Keyword Research
- Keyword Application Strategies
- How Google Insights/Trends Helps in Keyword Research

##### **Link Building Basics**

- Introduction to Link Building Basics
- Why Backlinks are Important
- Best Ways for Backlink Creation
- Creating Contextual Links
- Backlinking Rules
- Backlink Checker Tools

##### **Competition Analysis**

- Why Competition Analysis is Important
- Analyzing Competitors' Websites
- Things to be Included in SEO Reports
- Creating SEO Proposals

##### **On-Page Optimization**

- On-Page Optimization Factors and Uses

- On-Page Techniques for Dynamic/HTML Website
- Google/Bing On-Page Tips
- Keyword Density, Keyword Prominence, Keyword Proximity
- 301, 302 & Other 3XX Redirects
- Page Naming (URL Structuring) and Folder Naming
- Image Naming, Image Title, and ALT Tags Creation
- Server-Side Issues
- Content Optimization
- HTML Sitemap Creation
- XML Sitemap Creation
- ROR Text Sitemap
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- On-Page Social Factor
- On-Page for Static Websites
- On-Page for Dynamic Websites
- On-Page for eCommerce Websites
- Integration of Social Plug-ins and Importance

#### **Advanced Link Building Tips**

- What is Link Building?
- Types of Link Building
- Best Link Wheel Creation Strategies
- Off-Page Optimization Advanced Strategies
- Difference Between Do Follow & No Follow
- Google Off-Page Ranking Algorithm
- Link Building Formula
- Plagiarism Checkers
- Link Spamming
- Quality vs Quantity Linking
- Social Bookmarking
- Content Marketing
- Press Release Promotion
- Blog Promotion
- Link Building Tips Using Forums
- Image Promotion Tips
- Link Building Tips Using Q&A Websites
- Getting Backlinks Through Classified Promotion
- Link Building Strategy for Dynamic Websites
- How to Choose Authority Websites

#### **Mastering Google Search Console**

- Site Verification Methods in Detail
- A Key Tool to Understand Website Health
- Selecting Best Keywords
- Basic Website Configuration (Country, Crawl Rate, Sitemaps, Data Highlighter)
- Resolving Website Errors (4XX/5XX, 301 Redirect)
- Domain Optimization
- Spam Detection and Controlling
- Site Links Control

- Checking Incoming Links
- Malware Check

#### **Local SEO**

- SEO for Local Business in City
- How to Rank Website in Local Searches
- Getting Rankings on Local Keywords
- Verification & Installation Process
- How to Increase STAR Rankings

#### **Google Analytics**

- Mastering Google Analytics & Certification
- Understanding Channel-wise Traffic and its Impact
- Understanding Metrics and Dimensions
- eCommerce Analytics Setup & Analysis
- Installation and Configuration
- Goal & Funnel Setup & Tracking
- Geo Tracking
- Landing Page Tracking
- Referral Tracking
- URL Tagging
- Goal Tracking
- Conversion Rate Tracking & Optimization

#### **SEO Software and Tools**

- Hands-on Practice on SEO Software
- FTPS
- Tips for Finding Best Keywords
- Search Ranking Software Implementation and Tracking
- Content Spinners: How to Use
- Plagiarism Checkers
- Authority Checkers
- Rank Checkers
- SEO Optimization Plug-ins

#### **Google Updates and Recovery**

- Google EMD (Exact Match Domain) Update
- Optimization Tips for Google Hummingbird Algorithm
- Google Panda Algorithm & Recovery
- Google Penguin Algorithm & Recovery
- Google EMD Update & Recovery Tips
- How to Make Your Website Google Panda, Penguin, and EMD Proof
- Identifying Penalties Affecting a Website

### **MODULE 3: PPC TRAINING/ADWORDS**

#### **Market/Competitor Research Analysis**

- Understanding Industry & Key Factors
- Competitive Website & Product Analysis
- Selecting Best Targeting Country/Channel

#### **SEM Overview**

- Understanding Google Paid Search

- PPC Definition & Key Functions
- Rule-Based Personalization of Marketing
- Overview of Google Adwords, Bing Ads

### **Keyword Planning**

- Types of Keyword Insertion
- Paid Campaigns On-Page Optimization
- Introduction to Campaign Terms
- MCC Account - My Client Center

### **Strategizing PPC Campaigns**

- Setting Objectives, Budget, Goals & Expectations
- Actionable Metrics for Performance Measurements
- Formulating Best Account Structure
- Important Terms: Quality Score, Conversion Rate, Ad Rank
- Effective Segmentation of Keywords
- Usage of Multiple Keyword Match Types
- Creation of Non-overlapping Ad Groups
- Conversion Code Installation Guide
- Conversion Tracking/Analysis
- Live Bidding Tips

### **Extensions for Better CTR**

- Site Extensions
- Call Extensions
- Mobile Extensions
- Geo-Targeting of Ads
- Campaign Optimization
- Targeting Mobile Devices

### **Campaign Structure Designing**

- Ad Group Designing
- Ad Creation
- Adding Keywords to Campaigns
- Importance of Negative Keywords

### **Ad Writing Techniques**

- Compelling Ads That Increase CTR at Lower Costs
- Analyzing & Improving Relevance & Quality Score
- Improve Conversion Rates, Targeted Ads & Relevant Landing Pages
- Ad Preview Tool
- Best Practices (Reviews, +1 Button, etc.)

### **Bid Management Plan**

- Understanding Bidding Strategy
- Overview of Tools
- Manual vs Automated Bid Management
- Bid Management Features (CPA Bidding, Position Preference, etc.)

### **Landing Page Creation**

- Importance of UI/UX Design
- Call to Action

### **Performance Tracking**

- Checking Campaign Objectives & Goals

- Defining Performance Metrics
- Monitoring PPC Activity with Google Analytics

#### **Reporting & Analysis**

- Setting Campaign Objectives & Goals
- Defining Performance Metrics
- Monitoring PPC Activity with Google Analytics

#### **SEM Management**

- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimizing Display Network Campaigns
- Tracking & Measuring View-Through Conversions

#### **Google Shopping Ads**

- Google PLA
- Google YouTube

### **MODULE 4: SOCIAL MEDIA MARKETING**

#### **Facebook**

- Profile & Page Creation Tips
- Tips for Group Creation
- Increasing Engagement on Posts
- Product/Brand and Individual Promotional Activities
- Uploading Contacts for Invitations
- Fan Page Wall Posting Exercise
- Increasing Fans on Fan Page
- Marketing Tips for Fan Page
- Introduction to Best Apps for FB Page Marketing
- Facebook Paid Ads
- Campaign Designing Tips & Strategies
- Targeting in Ad Campaigns
- Payment Models: CPC vs CPM vs CPA
- Conversion Tracking Setup
- Power Editor Tool for Advanced Ads
- Lead Capturing Tips
- Event Promotion Strategies

#### **LinkedIn**

- Understanding LinkedIn
- Company Profiles vs Individual Profiles
- Marketing on LinkedIn Groups
- LinkedIn Advertising & Best Practices
- Increasing ROI from LinkedIn Ads
- Creating Strong LinkedIn Profiles
- Company Page Promotion Tips
- Lead Generation Tips
- LinkedIn Marketing Apps & Plug-ins
- Paid Marketing Campaign Best Practices
- Jobs/Hiring Tips

## **Twitter**

- How Twitter Search Works
- Increasing Brand Awareness Through Tweets
- Increasing Followers on Twitter
- Product/Brand Promotion Activities
- Tools to Measure Twitter Influence
- Rare Twitter Marketing Techniques
- Advertising on Twitter
- Creating Campaigns
- Retweeting
- Hashtags (#) and Mentions (@)
- Twitter Cards

## **Google+**

- Best Practices
- Benefits of +1 Code
- Search Engine Impacts
- Marketing +1
- Branding & Engagement

## **YouTube**

- Understanding Video Campaigns
- Benefits of Video Marketing
- Creating Channels
- Managing Videos
- Using YouTube for Business
- Video Engagement
- YouTube Paid Marketing
- Developing YouTube Video Marketing Strategies
- Creating Video Ad Groups
- Targeting Options
- SEO Benefits from YouTube

## **Pinterest**

- How Pinterest Works
- Creating Boards
- Tips for Traffic and Engagement
- Integrating Pinterest on Your Website
- SEO Benefits from Pinterest

## **Google Analytics**

- Tracking Visitor Data
- Conversion Tracking
- Reporting & Analysis
- Setting Up Goals & Tracking
- UTM Tracking
- Funnel Setup
- Multichannel Funnel Setup

## **Google Analytics Advanced**

- Page Views Analysis
- Traffic Analysis

- Sales Tracking
- Sign-Up Tracking
- Sources/Channels
- Visitor Flow
- Data Filtering
- Google Analytics Certification Preparation

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