

A complete guide to Digital Marketing

Duration – 40 hours

Overview

The comprehensive digital marketing course is designed to transform individuals into adept marketing professionals. Beginning with fundamental concepts, participants will explore the significance of digital marketing in the modern era. The course delves into market and keyword research, providing a deep understanding of SEO, including both on-page and off-page optimization techniques. Participants will stay current with the latest SEO trends and Google's algorithm updates

Audience Profile

This course is intended towards anyone who wants to start with their learning journey of digital marketing.

Course Syllabus,

- **Module 1 – Basics of Digital Marketing**
 - Introduction To Online Digital Marketing
 - Importance Of Digital Marketing
 - How Internet Marketing Works
 - Traditional Vs. Digital Marketing
 - Types of Digital Marketing
 - Increasing Visibility
 - Visitors' Engagement
 - Bringing Targeted Traffic
 - Lead Generation

- **Module 2 – Analysis and Keyword Research**
 - Market Research
 - Keyword Research and Analysis
 - Types Of Keywords
 - Tools Used for Keyword Research
 - Localized Keyword Research
 - Competitor Website Keyword Analysis
 - Choosing Right Keywords to The Project

- **Module 3 – Search Engine Optimization (SEO)**
 - Introduction to Search Engine Optimization
 - How Search Engine Works
 - SEO Fundamentals & Concepts
 - Understanding The SERP (Search Engine Results Page)
 - Google Processing
 - Indexing
 - Crawling

- **Module 4 – On Page Optimization**
 - Domain Selection
 - Hosting Selection
 - Meta Data Optimization
 - URL Optimization
 - Internal Linking
 - Image Optimization
 - Landing Page Optimization

- **Module 5 – Off Page Optimization**
 - Link Building Tips & Techniques
 - Difference Between White Hat and Black Hat SEO
 - Alexa Rank, Domain
 - Link Acquisition Techniques
 - Directory Submission
 - Social Bookmarking Submission
 - Search Engine Submission
 - Article Submission
 - Image Submission
 - Video Submission
 - Forum Submission
 - PPT Submission
 - PDF Submission
 - Classified Submission
 - Business Listing
 - Blog Commenting
 - Citations
 - Profile Link Creations

- **Module 6 – SEO Updates and Analysis**
 - Google Panda
 - Penguin
 - Hummingbird Algorithm
 - Google Penalties
 - SEO Tools For Website Analysis and Optimization
 - Competitor Website Analysis and Backlinks Building
 - Backlinks Tracking, Monitoring, And Reporting

- **Module 7 – Google Ads or Pay Per Click Marketing (SEM)**
 - Google Ads
 - Introduction To Online Advertising and Ads
 - Ads Account and Campaign Basics
 - Ads Targeting and Placement
 - Ads Bidding and Budgeting
 - Ads Tools
 - Opportunities
 - Optimizing Performance
 - Ads Type
 - Bidding Strategies
 - Search Network
 - Display Network
 - Shopping Ads
 - Video Ads
 - Universal App Ads
 - Tracking Script
 - Remarketing
 - Performance Monitoring
 - Reports

- **Module 8 – Social Media Optimization (SMO)**
 - Social Media Optimization
 - Introduction To Social Media Networks
 - Types Of Social Media Websites
 - Social Media Optimization Concepts
 - Facebook, Instagram, LinkedIn,
 - YouTube, Pinterest
 - Hashtags
 - Image Optimization

- **Module 9 – Social Media Marketing (SMM)**

- Facebook Optimization
- Creating Facebook Pages for Business
- Increasing Fans and Doing Postings
- Facebook Analytics
- Facebook Advertising
- Creating Advertising Campaigns
- Payment Modes
- Introduction To Twitter
- Creating Strong Profiles on Twitter
- Followers, Retweets, Clicks, Conversions
- Hashtags
- LinkedIn Optimization
- Understanding LinkedIn
- Individual vs. Company Profile
- Branding on LinkedIn
- Marketing on LinkedIn Groups
- Tools And Techniques

- **Module 10 – Google Web Analytics**

- Getting Started with Google Analytics
- Understanding Google Tag Manager
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Behaviour
- Content
- Visitors
- Live Data
- Demographics