Advanced Digital Marketing Course – 60hrs

BASICS DIGITAL MARKETING

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation

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

SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction To Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing, Indexing, Crawling

ON PAGE OPTIMIZATION

- Domain Selection, Hosting Selection
- Meta Data Optimization
- URL Optimization, Internal Linking
- 301 Redirection, 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap, Robot.txt

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
- Web 2.0 Submission, Article Submission
- Image Submission, Video Submission
- Forum Submission, PPT Submission
- PDF Submission, Classified Submission

- ➢ Business Listing, Blog Commenting
- ➢ Citations, Profile link creations
- ➢ Infographics Submission

SEO UPDATES AND ANALYSIS
- ➢ Google Panda
- ➢ Penguin, Humming Bird Algorithm
- ➢ Google Penalties
- ➢ SEO Tools For Website Analysis And Optimization
- ➢ Competitor Website Analysis And Backlinks Building
- ➢ Backlinks Tracking, Monitoring, And Reporting

LOCAL BUSINESS & GOOGLE MAPPING
- ➢ Creating Local Listing In Search Engine
- ➢ Google Places Setup (Including Images, Videos, Map Etc)
- ➢ Search Engine Visibility Reports
- ➢ Verification Of Listing, Google Reviews

GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)
- ➢ Google Adwords
- ➢ ntroduction To Online Advertising And Adwords
- ➢ Adwords Account And Campaign Basics
- ➢ Adwords Targeting And Placement, Adwords Bidding And Budgeting
- ➢ Adwords 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

SOCIAL MEDIA OPTIMIZATION (SMO)
- ➢ Social Media Optimization
- ➢ Introduction To Social Media Networks
- ➢ Types Of Social Media Websites
- ➢ Social Media Optimization Concepts
- ➢ Facebook, Google+, LinkedIn,
- ➢ YouTube, Pinterest,
- ➢ Hashtags
- ➢ Image Optimization

SOCIAL MEDIA MARKETING (SMM)
- ➢ Facebook Optimization
- ➢ Fan Page Vs Profile Vs Group
- ➢ Creating Facebook Page For Business
- ➢ Increasing Fans And Doing Marketing
- ➢ Facebook Analytics
- ➢ Facebook Advertising And Its Types In Detail
- ➢ Creating Advertising Campaigns,
- ➢ Payment Modes
- ➢ Introduction To Twitter
- ➢ Creating Strong Profiles On Twitter
- ➢ Followers, ReTweets, Clicks,
- ➢ Conversions, HashTags
- ➢ LinkedIn Optimization
- ➢ What Is LinkedIn?
- ➢ Individual Profile Vs. Company Profile
- ➢ Branding On LinkedIn
- ➢ Marketing On LinkedIn Groups
- ➢ Google Plus

- ➢ Tools & Techniques
- ➢ Google + Groups
- ➢ Google Plus For Businesses

GOOGLE WEB ANALYTICS

- ➢ Getting Started With Google Analytics
- ➢ Navigating Google Analytics
- ➢ Real-Time Monitoring
- ➢ Audience, Acquisition
- ➢ Traffic Sources, Behavior
- ➢ Content, Visitors, Live Data
- ➢ Demographics

WEBMASTER TOOLS

- ➢ Adding site and verification
- ➢ Setting Geo-target location
- ➢ Search queries analysis, Filtering search queries
- ➢ External Links report, Crawls stats and Errors
- ➢ Sitemaps, Robots.txt and Links Removal
- ➢ HTML Suggestion