

Digital marketing

Course Duration: 3 months

1. SEO Topics


- ⇒ What is SEO
- ⇒ Need of SEO
- ⇒ Search Engines
- ⇒ How search engines work
- ⇒ Major functions of a search engine
- ⇒ Web Traffic
- ⇒ Different types of keywords
- ⇒ Google trends & insights
- ⇒ Steps in SEO


2. Search Engine Optimization Techniques

- ⇒ Black Hat SEO
- ⇒ White Hat SEO

3. On Page Optimization

- ⇒ Site Analysis
- ⇒ Analysis of Similar websites
- ⇒ Meta Tags
- ⇒ Creating Sitemaps
- ⇒ Creating Robots file
- ⇒ Optimize SEO Content
- ⇒ Canonical Implementation
- ⇒ Keyword Research
- ⇒ Keyword Density
- ⇒ Internal linking
- ⇒ Meta tags creation

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- ⇒ Basic HTML knowledge
 - ⇒ Hyperlink Optimization
 - ⇒ In depth site Analysis
 - ⇒ Link Validation
 - ⇒ Meta Description Tags Optimization
 - ⇒ Meta Keywords Tags Optimization
 - ⇒ Navigation & Design Optimization
 - ⇒ Text Modification Optimization
 - ⇒ Title Tag Optimization
 - ⇒ Broken Links Checking
 - ⇒ Internal Link Structuring
 - ⇒ Google webmasters too
 - ⇒ Quick indexing techniques
 - ⇒ Search Engine Submission
 - ⇒ Online PR
 - ⇒ Case Study of White Hat SEO
 - ⇒ Case Study of Black Hat SEO
 - ⇒ Case Study of Grey Hat SEO
 - ⇒ Google Sandbox Effect
 - ⇒ Image Optimization
 - ⇒ Optimization of Keyword
 - ⇒ Bold, Italic effect to main keywords
 - ⇒ Canonicalization
 - ⇒ Competition Analysis
 - ⇒ CSS Validation
 - ⇒ Html Validation

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- ⇒ Google Base Feeds
 - ⇒ H Tags Optimization (Eg: H1, H2, H3)
 - ⇒ HTML Code Clean Up & Optimization
 - ⇒ Image Optimization
 - ⇒ URL Rewrite
 - ⇒ W3C Validation
 - ⇒ Local Search Engine Optimization
 - 4. Site Back-links count
 - ⇒ Optimization for Multiple Browsers
 - ⇒ Google, Yahoo & Bing Site Map Creation
 - ⇒ Google Webmaster Tools account setup & monitoring
 - ⇒ Website Spell Check
 - ⇒ Check Search Engine Road Blocks
 - 5. Off Page Optimization
 - ⇒ Page Rank
 - ⇒ Page Rank Increment
 - ⇒ Backlinks
 - ⇒ Type of Backlinks
 - ⇒ Link Building
 - ⇒ Quality Link Building
 - ⇒ Type of Link Building
 - ⇒ Google Friendly Link Building
 - ⇒ Articles Submission
 - ⇒ Blog Marketing
 - ⇒ Blog Commenting
 - ⇒ Web 2.0 Submission

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- ⇒ Yahoo Question Answer Participation
 - ⇒ Directory Submission
 - ⇒ Search engine submission
 - ⇒ XML Site maps submission
 - ⇒ Customer Review Submission
 - ⇒ Press Release Submission
 - ⇒ Document Submission
 - ⇒ Regional Directories Submissions
 - ⇒ CSS Gallery Submission
 - ⇒ Press Release
 - ⇒ Photo Sharing
 - ⇒ Paid Submission
 - ⇒ Face Book Twitter Marketing
 - ⇒ HTML Sitemap for users
 - ⇒ Press Releases
 - ⇒ Forums Posting
 - ⇒ Social Bookmarking
 - ⇒ Classifieds Submission
 - ⇒ Google Maps
 - ⇒ Business Local Listing
 - ⇒ XML Site Map Creation & Submission
 - ⇒ Blog Writing
 - ⇒ Article Writing
 - ⇒ Video Submission
 - ⇒ RSS Feeds Submission
 - ⇒ Link Building

⇒ Knowledge of Freelancer, odesk, guru e.t.c

⇒ Deep Directory Submission

⇒ Blog Posting

⇒ Business Listing

6. SEO Tools

⇒ Keyword Density Analyzer Tool

⇒ Google tool

⇒ yahoo/Bing Tool

⇒ Rich Snippet Text Tool

⇒ Link Popularity Tools

⇒ search Engine Tools

⇒ Site Tools

⇒ Comparison Tool

7. Video Marketing

⇒ Introduction Youtube

⇒ How to Create and Managing an Account

⇒ How to Get audience

⇒ Social Sharing & Comments

⇒ How to Optimize Submissions

8. SOCIAL MEDIA MARKETING

⇒ Introduction to Social Media

⇒ Benefits of Social Media Marketing

⇒ Social Media Sites

⇒ Facebook Account Creation

⇒ Facebook Page Creation

⇒ Business Promotion with LinkedIn

⇒ Google Plus

9. PPC(Pay Per Click)

- ⇒ What is PPC (Pay Per Click)
- ⇒ Understand benefits & scope of PPC
- ⇒ Direct campaigns v/s branding campaigns
- ⇒ Keyword planner and keyword research
- ⇒ Understanding broad, exact and phrase keyword
- ⇒ Ad group structure and budget setting
- ⇒ Bidding, language, and targeted location on settings
- ⇒ Ad delivery and Ad rotation
- ⇒ Types of targeting
- ⇒ Advertisement reporting and analysis

10. Micro Blogging

- ⇒ What is Blogging
- ⇒ Promotion of Blogs
- ⇒ Submission of Blogs
- ⇒ Creation of Blogs (blogspot, wordpress, TypePad)
- ⇒ Weekly Postings on Blogs
- ⇒ Commenting on Blogs 3

11. Online Advertisements

- ⇒ Introduction Online Advertisements
- ⇒ Online Advertisements Types
- ⇒ Banner Advertisements
- ⇒ Rich Media Advertisements
- ⇒ Textual Advertisements
- ⇒ Video Advertisements
- ⇒ Image Advertisements

12. Google Analytics

- ⇒ Google Analytics
- ⇒ Importance of Google Analytics
- ⇒ Fundamentals of Google Analytics
- ⇒ How to Track Landing Pages
- ⇒ How to Track Location
- ⇒ User Tracking
- ⇒ Tracking Conversions
- ⇒ Monitoring Website Performance
- ⇒ Monitoring Visitors Behavior
- ⇒ Setting up Goals and Funnels
- ⇒ Other Analytics Platforms

13. SEO

- ⇒ Introduction to SEO
- ⇒ Keyword Research
- ⇒ Schema Markups
- ⇒ Off page SEO
- ⇒ Link building
- ⇒ Social Seo
- ⇒ Quora
- ⇒ YouTube
- ⇒ slideshare etc
- ⇒ Local Seo
- ⇒ Updates
- ⇒ google my business
- ⇒ bing local pages
- ⇒ local listings

14. SMM

- ⇒ Introduction
- ⇒ Importance
- ⇒ Types of accounts
- ⇒ Social platforms intro
- ⇒ Type of social platforms and their uniqueness

15. Email Marketing

- ⇒ Introduction
- ⇒ Tips to maximize email marketing
- ⇒ Know your audience
- ⇒ Craft your message
- ⇒ Choose the right format
- ⇒ HTML emails g. Email tracking

16. Mobile SEO

- ⇒ Latest Mobile devices
- ⇒ Latest Operating version systems
- ⇒ Responsive Design
- ⇒ User Friendly
- ⇒ Mobile Friendly
- ⇒ Similar URLs as to your Desktops
- ⇒ Avoid common mistakes
- ⇒ Configure for other devices

17. SEM

- ⇒ Google Adwords/Pay per click
- ⇒ Create campaign
- ⇒ Bidding strategies
- ⇒ Types of adds
- ⇒ Settings

- ⇒ Add groups
- ⇒ Manage multiple account
- ⇒ Remarketing
- ⇒ Conversion tracking
- ⇒ Conversion optimize
- ⇒ Link Google analytics and Adwords
- ⇒ Payment method and settings
- ⇒ Google Adwords certification
- ⇒ Facebook Advertising
- ⇒ LinkedIn Advertising
- ⇒ You Tube Advertising

