

ADVANCED DIGITAL MARKETING COURSE

Master the Art of Digital Marketing

Introduction to Digital marketing	Website designing Introduction	Search Engine Optimization (SEO)
PPC MARKETING (Google Adwords)	Display Advertising	Video Marketing
Social Media Marketing (SMM)	Email Marketing	Online Reputation Management (ORM)
Inbound Marketing	Google Analytics	Money Making with Adsense
Freelancing Guidance	Certifications	Live Projects

Introduction to Digital Marketing

What is Marketing?
How we do Marketing?
What is Digital Marketing?
Benefits of Digital Marketing?
Comparing Digital Marketing with Traditional Marketing
Latest Digital Marketing Trends.

Introduction to Website Designing

What is website?
What is Domain Name?
Types of Domains
Domain Name Suggestions
Premium Domains
Register a Domain Name
Domain/Hosting Business
Types of Websites
HTML, CSS, and Java Script
Popular CMS
What is wordpress?
Benefits of using wordpress
Plugins in wordpress

Introduction to Search	Off Page Optimization
<p>Engines How does search Engine works? Components of Search Engines Google Algorithms Google Results page Panda, Penguin, Hummingbird & Pigeon</p> <p>Keyword Research & Competition Introduction to keyword research Types of Keywords Keyword research methodology Business Analysis & Categorization Google keyword planner Market Research & Analysis New Keyword Ideas Competition Analysis Finalizing the keyword list</p> <p>On page Optimization Introduction to Onpage What is webmaster tools? Verification process in webmastertools Selection of target location Fundamentals of On page factors Website Speed Domain Name in SEO URL optimization Title Tag Optimization Meta tag Optimization Content Optimization Site map Generation Using Robot.txt in site URL Redirecting techniques Canonical Links Rich Snippets</p>	<p>What is Link Building? Types of linking methods Do follow vs No Follow Link BuildingSS Guidelines Link Analysis Tools Directory Submissions Local Business Directories Social Book Marking Questions & Answers Blogging & Commenting Guest Blogging Press Releases</p> <p>What is Local SEO? Importance of Local SEO Submission of Google My Business</p> <p>Analyze which Update hit the site Compare before/after data Panda Recovery process Penguin Recovery process</p>

GOOGLE ADWORDS

<p>Introduction to Paid Marketing Google Account setup Interface tour and Billing Settings</p>	<p>What is DSA? Create a DSA Campaign What is conversion?</p>
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<p>Account Structure</p> <p>Campaign settings</p> <p>Adgroup setup</p> <p>Keyword match types</p> <p>Keyword Research Tools</p> <p>Understanding AD Auction</p> <p>What is quality score?</p> <p>Factors to improve quality score and AD rank</p> <p>Types of CPC's</p> <p>Bidding Strategies</p> <p>Ad formats</p> <p>Ad guidelines</p> <p>Ad extensions</p>	<p>Implementing conversion tracking code</p> <p>Calculating ROI</p> <p>Segments & Filters</p> <p>Search terms & AD Auctions</p> <p>Customization Tools</p> <p>Reporting</p> <p>What is Display AD?</p> <p>How does display ad works?</p> <p>Benefits of Display Advertising</p> <p>Creating a display campaign</p> <p>Targeting option in Display network</p> <p>Keyword based</p> <p>Interests and Remarketing Topics</p> <p>Placement targeting</p> <p>Adformats & Sizes</p> <p>Remarketing Concept</p> <p>Benefits of remarketing Strategy</p> <p>Building Remarketing list & Custom Targeting</p> <p>Create Remarketing campaign</p>
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Social Media Marketing (SMM)

What is Social Media?

Benefits of using SMM

Social Media Statistics

Why we use Social Media

Social Media Strategy

Impact of social media on SEO

Facebook account set up

Facebook Marketing strategy

Facebook Insights

Introduction to Twitter Ads

Google+

Pintrest

Linkedin

Email Marketing

What is Email Marketing?

Importance of Email Marketing

Email Marketing Goals

Insights of Email Marketing

What is Newsletter?

Design a Newsletter

Online Reputation Management

What is ORM?

Why we need ORM?

Examples of brands with -ve reputation?

Examples of brands with +ve reputation?

Areas to analyze ORM

Search Engine results

Blogs

Website

Reviews

Complaint sites

Social Media

What we need to do in ORM?

Monitor Search results

Monitor complaint sites & Blogs

Generate Positive reviews

Inbound Marketing

What is Inbound Marketing?

Why we use Inbound Marketing?

Understanding the target ideas

Content generation Ideas

Introduction to Analytics What is analytics? Importance of analytics for business	Acquisition Reports Traffic Source overview SEO Traffic
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<p>Popular analytics softwares</p> <p>Key performance metrics</p> <p>Visits and users</p> <p>Time on page/site</p> <p>Bounce rate</p> <p>Conversion rate</p> <p>Introduction to Google Analytics</p> <p>Installing analytic code in site</p> <p>Analytics account structure</p> <p>Interface tour of analytics</p> <p>Real time reports</p> <p>Settings in analytics</p> <p>Audience Reports</p> <p>Audience overview report</p> <p>Active users</p> <p>Geographic report</p> <p>Behavior</p> <p>Technology</p> <p>Mobile</p> <p>Userflow report</p>	<p>Adwords traffic</p> <p>Social Traffic</p> <p>Campaigns</p> <p>Behavior Reports</p> <p>Behavior Overview</p> <p>Site Content</p> <p>Site speed analysis</p> <p>Events</p> <p>Inpage analytics</p> <p>Experiments</p> <p>What is A/B testing?</p> <p>Design landing pages</p> <p>Measure the results</p> <p>Conversion Tracking</p> <p>What is conversion?</p> <p>Conversion process & Funnel</p> <p>How to Implement conversion tracking?</p> <p>Conversion Tracking</p> <p>Funnel Visualization</p> <p>Multi channel funnels</p> <p>Attribution</p> <p>Custom Reporting</p>
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Money Making with Adsense

What is Google Adsense?

How it works?

Top Adsense Earners

Website Ideas for earning online

Getting Started as a freelancer

How to get free lancing projects?

Affiliate Marketing

What is Affiliate Marketing?

How affiliate marketing works?

Course Details

Duration : 45 Hours

Training Mode : Classroom