Digital Marketing Course Proposal

Course Overview: -

SEO (Search Engine Optimization)	
Webiste Ranking	Organic Results

SEM (Search Engine Marketing)	
Advertising Tools	Paid Results

SMM (Social Media Marketing)	
Media Channels	Audience Target
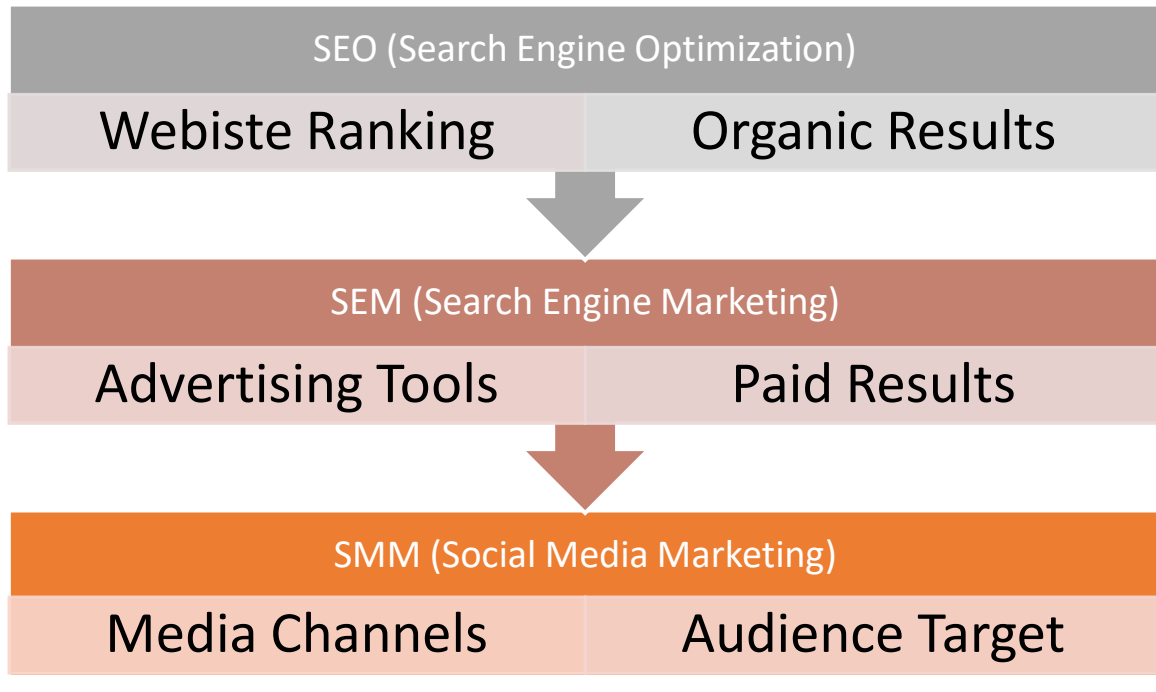
- ❖ Email Marketing
- ❖ Online Reputation Management
- ❖ Google AdWords
- ❖ Google My Business (GMB)
- ❖ Google Analytics (G.A)
- ❖ Google Webmaster Tool
- ❖ Affiliate Marketing

SEO Courses Syllabus

The only SEO training program where you get-in depth knowledge of all modules of SEO

Introduction to Search Engine Optimization (SEO)

What is SEO?

Introduction to SERP

Importance of Domain Names

Domain Selection

How Search Engines Work

Keyword Research and Analysis

Types of keywords

Preparing a Keyword list for Project

Keyword Analysis Tools

Competitor Keyword Analysis

LSI (Latent Semantic indexing) Keywords

Importance of Log tail and short tail Keywords

On Page Optimization

Checking Plagiarism for all landing pages.

Page Loading Speed optimization

Mobile Friendly optimization

URL renaming/re-writing

Meta Title Optimization

Meta Description Optimization

Meta Keywords

Content Optimization and planning

Internal Linking

Image Optimization

Header Tag Optimization

HTML and XML Sitemap Creation

404 Error Page Importance's

URL Rewriting Techniques (301, 302)

Robots.txt Creation

Canonical tag Optimization

W3c Validation

Implementing Accelerated Mobile Pages

Schema Implementing

Blog Importance

Social Media Pages integration

Social Media Sharing Button Implementations

Importance of https

Black Hat SEO Techniques

What are doorway Pages?

What are Hallway Pages?

What is cloaking?

What is Cross Linking?

Google Sandbox Effect

Off Page Optimization

What is Alexa Rank

What is Moz Rank?

Do Follow and No Follow links?

Search Engine Submission

Article Submission

Classified Submission

PDF Submission

Forum Submission

Web 2.0 Submissions

Blog Commenting

Press Release Submission

Directory Submission

Social Bookmarking

Image Sharing

SEO Tools

Duplicate Content Checker Tools

Back link Checker Tool

SEO Audit Tools

Broken Link checker Tool

Google Algorithms

Google Hummingbird

Google Mobile Friendly Update

Google Panda Update

Google Penguin Update

Google Pigeon Update

Google Payday Update

Google EMD (Exact Match Domain Update)

SEM Courses Syllabus

Depth Knowledge of all modules of SEM

Introduction to Google AdWords

Benefits of Google AdWords

Account Creation

Billing Types

Account Structure in AdWords

Basic AdWords Terminology

Recent updates in Ad Words

Campaign Setup

Types of Campaign

Search, Display, Shopping, online, Video

Location Settings and Advanced Settings

Language, Networks and Devices

Bidding Strategies

Budget Settings

Schedule: Start date, end date, ad scheduling

Ad group and Keyword Setup

Ad Groups Structure

Example Ad groups

Keyword Match Types

Broad Match & Phrase Match

Exact Match & Negative Match

Broad Match Modifier

Keyword Planner

Understanding AdWords Bidding

Keyword Research Process

AdWords Auction

What is Ad Rank

What is Quality Score

Factors affecting QS

Actual CPC

Relation between QS and CPC

Types of Bidding & Bidding Strategies

Ad Format and Guidelines

Structure of Ad

Types of Ad Position

Character Limits

Landing Page Quality

Best and Worst Ads Example

Guidelines for Ads Creation

Ad Extensions

Location Extensions

Site Links Extensions

Call Extensions

App Extensions

Reviews Extensions

Call Out Extensions

Campaigns, Ad Group and Keywords

Filters and Segments

Column Customization

Search Terms

Auction Insights

Keyword Reports

Automate Rules

Keyword Diagnosis

Dimensions Tab

SMM Courses Syllabus

The only SMM training program
where you get in-depth knowledge of all the modules of SMM

Introduction to SMM

Social Media Significance

Important SMM Tools

Creating and Managing Facebook Brand Page

Posting Content to Social Media Sites

Gaining Followers and Fans

Creating Facebook Ads

Different type of Facebook Ads

Facebook Ads optimization

Facebook Ads targeting strategies

Creating twitter account

Using Twitter account to build brand awareness

Twitter marketing approaches and plans

Effective LinkedIn Profile Creation

Social Media sites are Like Google+, Pinterest, SlideShare, and Flicker etc.
opportunities

Facebook Advertising | LinkedIn Advertising | Twitter Advertising

Communicating Value of Display on Network

Facebook Ad Manager

Plan a Campaign

General Creatives

Implement a Campaign and Ad Group

Targeting by Region, Demographics and Interest

CPC & CPM

Measure Performance

Advanced Reporting

Optimize and Refine

Practical hands On Digital Marketing Tools:

- Google AdWords
- Google Analytics
- Google Tag Manager
- Google Search Console
- Google Webmaster Tool
- SEMrush
- WooRank
- Ahrefs