

1 Marketing Basics

1. What Marketing?
2. 4 P's of Marketing.
3. Definitions of Branding, Marketing, Advertising, Promotions and Sales.
4. Market Segmentation, Targeting and Positioning. (STP)
5. Real World Case Study Example.

2 Introduction to Digital Marketing

6. What is Digital Marketing?
7. Types of Digital Marketing
8. Digital Marketing Vs Traditional Marketing.
9. Traditional Marketing Funnel.
10. Brand/Product Visibility.
11. Traffic - Targeted VS Non-Targeted.
12. Converting Traffic into Leads.
13. Visitor Engagement
14. Visitor Retention & ways to decrease bounce rate

3 Earning Money Online

15. How websites earn money online
16. Importance of creating Blogs in earning Money
17. Google AdSense
18. Affiliate Marketing
19. Earning Money From YouTube

4 World of Web & Importance of website in Digital Marketing

20. Web Browsers and Web sites.
21. Domain names and Domain name extensions.
22. Web Hosting.
23. How to purchase the best Domain & Hosting?

5 Website Creation with Wordpress

24. Introduction to WordPress.
25. Advantages of WordPress.
26. WordPress Installation on your computer/localhost.
27. WordPress Installation on Server.
28. WordPress Dashboard.
29. Installing and Customizing Themes.
30. Creating Categories, Pages and Posts.
31. Adding Menus.
32. Adding Widgets.
33. Installing Plugins.
34. Importance of webpage structure for SEO

6 Keyword Analysis

35. What are Keywords?
36. Types of Keywords.
37. Keyword Ideas Generation - Uber Suggest
38. Google Keyword Planner Tool

39. Keywords Analysis Tools. (Keyword Tool - Paid Tool)
40. Keywords Research Process.
41. Google Search Operators.
42. Competition Analysis.
43. Using tools for Competition Analysis.

7 Introduction to SEO

44. How does the search engine work?
45. Crawling, Indexing and Page Ranking Mechanisms.
46. Google Sandbox concept.
47. Understanding SERP - Search Engine Results Page
48. Google Algorithm updates.
49. Fixing Panda, Penguin, Hummingbird updates.

8 On- Page Optimization

50. Fundamental On-page Factors.
51. Setting a Title for the Page/Post.
52. Setting proper Description for your page/post.
53. page/post URL & its importance.
54. Headings, Importance of Heading and Rules.

55. Image Filename Optimisation.
56. Image Alt tag and its Importance.
57. Keywords placement and keyword Ratio/keyword density.
58. Importance of content.
59. Content Quality
60. Plagiarism checking tools
61. Creation of Robot.txt
62. Creation & integration Sitemaps.
63. Site Speed Analysis.
64. Images optimizations.
65. Anchor Links Optimization.
66. Google Analytics Integration

9 Off Page Optimization

67. Introduction to Off Page Optimization.
68. What is Link Building?
69. Types of Linking Methods (One Way, Two Way and Three Way Links).
70. Types of backlinks - DoFollow Vs. NoFollow.
71. Directory Submissions.
72. Social Bookmarking.
73. Local Business Listing.
74. Using Classifieds for Inbound Traffic.
75. Generating Links from QA Sites.
76. Guest Blogging.
77. Blog Commenting.
78. Links Analysis Tools. - (Ahrefs, SEMRush, Moz, SpyFu keyword tools)
79. What is Domain Authority?
80. Factors that influence domain authority
81. How to Increase Domain Authority.

10 Google Webmaster Tools

82. Adding Website to Search Console & Verification Process.
83. Setting Geo-target location.
84. Search Queries Analysis.

- 85. Filtering Search Queries.
- 86. External Links Report.
- 87. Crawls Stats & Errors.
- 88. Fixing Crawl Stats Errors.
- 89. Fixing 404 Errors.

11 Local SEO - Location Based SEO

- 90. Google Business Listing.
- 91. Creating Knowledge Panel for your business
- 92. Map listing optimizations.
- 93. Adding posts to google business listings.
- 94. Increasing business visibility through local SEO

12 SEO Reports

- 95. Using tools for SEO - Free tools, Paid tools
- 96. Buying paid tools at a cheaper cost
- 97. Website SEO Audit - On Page & OFF Page
- 98. SEO Report Creation
- 99. Monitoring website SEO improvements.

13 Search Engine Marketing / Google Ads (Formerly Adwords)

- 100. Inorganic Search Results.
- 101. Introduction to Google AdWords & PPC Advertising.
- 102. Setting up a Google AdWords Account.
- 103. Adwords Dashboard.

- 104. Key Terms in Adwords - PPC, Bidding, Ad Rank, Quality Score, CTR.
- 105. How does AdWords rank Ads?
- 106. How does bidding work?
- 107. Importance of Quality Score.
- 108. Creating Good Landing Pages
- 109. Types of Campaigns.
- 110. Creating Search Campaigns.
- 111. Location Targeting.
- 112. Different types of Location Targeting.
- 113. Different types of bid strategy - Manual and Auto.

114. Advanced bid strategies - Enhanced CPC CPA.
115. Ad-extensions & Types of Ad-Extensions.
116. Adding Ad-Extensions in Campaigns.
117. Creating Ad Groups.
118. Targeted keywords.
119. Finding relevant keywords, Adding keywords in ad-group.
120. Types of keywords, Phrase, exact, broad & negative.
121. Creating ads - Display & destination URL.
122. Tracking Performance/Conversion.
123. Importance of CTR in optimization & How to increase CTR.
124. How to increase quality score.
125. Importance of negative keywords in optimization.

126. Evaluating campaign stats.
127. Creating Display Campaign.
128. Types of display campaigns- All features, Mobile app, Remarketing, Engagement.
129. The difference in Search & Display Campaign Settings.
130. Ad-scheduling & Ad-delivery.
131. Ads placement.
132. Remarketing.
133. Setting up Remarketing Campaign.
134. Creating Remarketing Lists.
135. Custom Audience.

14 Google Analytics

136. Introduction to Google Analytics.
137. How to set up Analytics Account.

138. Google Analytics Dashboard.
139. Goals and Conversions.
140. How to set up Goals?
141. Types of Goals.
142. Bounce Rate.
143. How to Integrate AdWords and Analytics account?
144. How to set up Filters?
145. How to view customized reports?

146. Traffic Sources/Channels.

147. Traffic Behavioural flow.

Social Media Optimisation (SMO) & Social Media Marketing (SMM)

15 Introduction to Social Media & Facebook

148. Social Media and Its Importance in Digital Marketing.

149. SMM Vs SMO.

150. Introduction to Facebook.

151. Facebook account setup.

152. Facebook for Personal Account and Its Elements.

153. Creating a post.

154. Facebook Page for businesses.

155. Different Types of Business pages offered by Facebook.

156. Profile Pic and Cover photo dimensions for pages.

- 157. Types of Posts and Statistics.
- 158. Hashtags and its advantages.
- 159. Facebook Page Designing.
- 160. Engaging Fans and Increase the Likes.
- 161. Page management options.
- 162. Facebook Events creation.
- 163. Facebook Insights.
- 164. Facebook Groups.

16 Facebook Advertising

- 165. Introduction to Facebook Advertisements.
- 166. Difference between Facebook Advertising and Google Search Advertisements.
- 167. Types of Promotions with Facebook Advertisement.
- 168. Targeting the Audience.

- 169. Advanced Audience Targeting.
- 170. Ad Formats.
- 171. Conversion Tracking.
- 172. Integrating Facebook Pixel with your website
- 173. Retargeting on facebook.

17 LinkedIn Marketing

- 174. Introduction to LinkedIn.
- 175. LinkedIn for SEO.
- 176. Benefits of LinkedIn Network.
- 177. LinkedIn Profile Creation.
- 178. Optimizing the profile.
- 179. Skills and Endorsements.
- 180. Recommendations on LinkedIn.
- 181. Adding new connections.
- 182. LinkedIn Posts.
- 183. LinkedIn Groups.
- 184. Finding Jobs on LinkedIn.
- 185. Creating a business page on LinkedIn.

186. LinkedIn business page customization.

187. LinkedIn Page Posts.

18 Twitter Marketing

188. Introduction to Twitter.

189. Twitter for Brand building.

190. Creating a Twitter profile.

191. Fan Engagement on Twitter.

192. Twitter HashTags.

193. Choosing Hashtags for your business?

194. Engaging users on Twitter.

195. Integrating Twitter with other social media networking sites.

19 Instagram

196. What is Instagram Marketing

197. Why should you use Instagram for your business

198. How to increase followers on Instagram

199. Tips to get good Engagement on Instagram

200. Best Instagram Marketing Tactics

201. Instagram Hashtags

- 202. Instagram Stories & their importance
- 203. 60seconders on Instagram - Instagram Video Ads.
- 204. Instagram paid advertising

20 Content Marketing/Writing

- 205. Exploring content ideas
- 206. Content research
- 207. Tips to write good quality content
- 208. Content Spinning techniques

- 209. Plagiarism check for content
- 210. readability check for content

21 Quora marketing

- 211. What is Quora?
- 212. Creating a Quora profile
- 213. Generating Leads from Quora
- 214. Questioning in Quora
- 215. Answering in Quora
- 216. Being Anonymous
- 217. Quora Blog
- 218. Best Quora techniques for marketing your business.

22 Affiliate Marketing

- 219. Introduction to Affiliate Marketing.
- 220. How Affiliate Marketing Works?
- 221. Earning Money from Affiliate Marketing.

- 222. Affiliate Marketing Networks.
- 223. Affiliate Marketing Niches research
- 224. Affiliate Marketing execution & Tips
- 225. Affiliate Marketing Tools.
- 226. Best proven strategies to make money from Affiliate Marketing.
- 227. Live Case Studies.

23 YouTube Marketing

- 228. YouTube Marketing Introduction.
- 229. Creating Channel on YouTube.
- 230. Types of Videos.
- 231. Uploading video.
- 232. YouTube Video SEO.
- 233. Annotations and End Cards.
- 234. How to use Playlists.
- 235. Understanding Copyrights and Spam.
- 236. YouTube Creator Studio Dashboard.
- 237. YouTube Analytics.
- 238. YouTube channel Suspension, Policy Violation rules.

24 Freelancing

- 239. Best Freelancing sites.
- 240. Creating a profile in Freelancing websites.
- 241. Applying for works on freelancing websites.
- 242. Tips for getting projects on Freelancing websites.
- 243. Writing professional email to clients.

25 Email Marketing

- 244. What is Email Marketing?
- 245. Advantages of Email Marketing.
- 246. Terminology Used in Email Marketing.
- 247. Do and Don'ts in Email Marketing.
- 248. Email Marketing Platforms.
- 249. Lead generation tools.
 - 250. Auto-Responders.
 - 251. Designing Newsletters.
 - 252. Creating mailing sequences
 - 253. Generating sales from Email Marketing
 - 254. Avoiding spam folder.
 - 255. Bulk Emailing.

- 256. Best practices to send bulk emails.
- 257. Reports Metrics and Analysis.
- 258. A/B Testing & Improving ROI.

26 Mobile/SMS Marketing

- 259. What is SMS marketing ?
- 260. Advantages & Importance of SMS Marketing ?

- 261. why is SMS marketing so effective?
- 262. How to do SMS marketing ?
- 263. What are Bulk SMS ?
- 264. Do's and Don't in SMS Marketing
- 265. Best Practices

27 E-commerce Sales

- 266. What is E-commerce website?

- 267. Difference between E-commerce website & Normal website
- 268. Importance of security for E-commerce website - SSL Security
- 269. E-commerce on WordPress - WooCommerce
- 270. Payment gateway integration.
- 271. Creating seller accounts on Amazon & Flipkart.
- 272. Facebook marketplace sales.

28 Paid Tools Covered

273. AHrefs
274. SEMRush
275. WordAI
276. Grammarly
277. MOZ
278. Canva
279. Animoto

280. WOO Rank
281. Keyword Revealer
282. Keyword Tool

283. Majestic
284. BuzzSumo
285. SpyFu
286. Alexa
287. Lumen5
288. Vidiq
289. Tube Buddy
290. Ubersuggest
291. Keywords Everywhere
292. Answer the public
293. Hellobar
294. Mail Chimp

295. Subscribers

296. SEO Quake