



## Digital Marketing – COURSE SYLLABUS

### Course includes

1. SEO
2. SEM
3. SMM
4. Mobile SEO
5. Email Marketing
6. Introduction to Wordpress
7. Live Projects
8. Course Certifications

### Syllabus:

#### I. SEO (Search Engine Optimization)

- a. Introduction/Basic SEO
- b. Basic html
- c. On Page
  - i. Meta Tags
  - ii. Alt Tags
  - iii. Anchor text
  - iv. Sitemaps html/xml
  - v. Internal Links
- d. Off Page
  - i. Links submissions
  - ii. PPT Submissions
  - iii. Social Bookmarking
  - iv. Image/Infographics Submission
  - v. Video Submissions
  - vi. Blogs
  - vii. Articles Submissions
- e. Advance SEO
- f. Google Analytics
- g. Google Webmaster

- h. Google Tag Manager
- i. Htaccess file
- j. Robot.txt
- k. Canonical tag
- l. Site links
- m. Keyword mapping
- n. Introduction to Wordpress

## II. SEM (Search Engine Marketing)

- a. Google Adwords/Pay per click
- b. Create campaign
- c. Bidding strategies
- d. Types of adds
- e. Settings
- f. Ad groups
- g. Manage multiple account
- h. Remarketing
- i. Conversion tracking
- j. Conversion optimizer
- k. Link Google analytics and Adwords
- l. Payment method and settings
- m. Google Adwords certification
- n. Facebook Advertising
- o. LinkedIn Advertising
- p. You Tube Advertising

## III. SMM/SMO(Search Media Marketing/Search Engine Optimiza- tion)

- a. Introduction
- b. Importance
- c. Types of accounts
- d. Social platforms intro
- e. Type of social platforms and their uniqueness
  - i. Facebook
  - ii. Twitter
  - iii. LinkedIn
  - iv. Youtube
  - v. Pinterest

## IV. Email Marketing

- a. Intro
- b. Tips to maximize email marketing
- c. Know your audience
- d. Craft your message
- e. Choose the right format
- f. HTML emails
- g. Email tracking

## V. Mobile SEO

- a. Latest Mobile devices
- b. Latest Operating version systems
- c. Responsive Design
- d. User Friendly
- e. Mobile Friendly
- f. Similar URLs as to your Desktops
- g. Avoid common mistakes
- h. Configure for other devices.

## Course Certification – Bangalore Ads

Who can do this course i. Students 10th standard and above , any graduate ii. House wife's iii. Working professionals