ADVANCED DIGITAL MARKETING TRAINING

By Industry Expert

Digital Marketing Course Core Topics:

- What is Traditional Marketing?
- What is Online Marketing?
- Digital Marketing Overview
- What is Keyword and Keyword Research?
- Full SEO – Search Engine Optimization
- Google Ads (AdWords) – Pay-Per-Click
- Content Marketing
- Google My Business Page (Local SEO)
- Google Analytics
- Google Webmaster Tool
- Digital Marketing Tools (Free & Paid)
- Website Analysis Documents
- Practice on Live Website (2 Projects)

Keywords Research and Optimization

- Comprehensive Keyword Research
- How to Analyse competitive Keywords
- About Keywords Analysis Tools
- Keywords Framing on Web Page
- Keywords Optimization
- Create Keywords ranking reports

Search Engine Optimization (SEO) Topics:

- **On-Page Optimization Concepts:**
  - Title Tag Design
  - Meta Description Design
  - Meta Keywords Creation
  - URL Rewrite/ Optimization
  - Heading Tags Optimization (H1, H2, H3,.. H6)
  - Image Optimization
  - Brief about Sitemap file (XML/HTML) and validation
  - Brief about Robot.txt file and validation
  - Robots Tag
  - Canonical URL
  - Internal/External links
  - Web Page Content Optimization
  - Keywords Density

- **Off-Page Optimization:**
  - Search Engine submission
  - Articles submissions and Distribution
  - Local Business / Classified Submissions
  - Video Promotions
  - Documents Submission
  - Image Submission
  - InfoGraphic Submission
  - Guest blogging

Google Ads (AdWords) - PPC - SEM Topics:

- Google Ads History

- Ad Account Structure

- About Account limits

- How to do Keywords research for PPC

- Keywords Match Types

- Finding and selecting the right Keywords

- Campaign Setup In-Depth (Search Network Campaign - TEXT Ads)

    - Network Settings

    - Location Setting

    - Language Setup

    - Bidding and Budget Setup brief Explanation

    - Conversion Tracking

    - Ad Schedule setup

- Brief about Extensions and its Types

- Brief about Negative Keywords

- Negative Keywords Resources

- Understanding Quality Score

- Understanding CTR (Click through Rate)

- Landing Page Optimization Strategies

- How to set up Enhanced CPC

- How to setup Manual CPC

- Connect Google Ads to Google Analytics

- Billing Information

- **Youtube Paid Marketing**

  - Video Ad Types

  - Video Ad Formats

  - Video Ad different Bid Strategies

  - Video Ads Optimization Tips

Google Analytics Tool (GA):

- Google Analytics Account Structure
- GA Limits
- Account
- Properties
- Views
- Tracking Code Installation
- Audience
- Behaviour
- Different GA Channels
- LandingPage
- Search Terms Setup using Google Search Console
- Goals Setup
- User management

Google Web Master Tool (Search Console / GSC)

- Google Search Console Limits
- Submit Website Google
- Ownership Verification
- Submit Sitemap to GSC
- Webpages Quick Index Tips
- Website Indexing process using GSC
- Disavow Tool

Tools for Digital Marketing:

- **Paid Tools:**
  - SEMRush
  - MOZ
- **Free Tools:**
  - Keyword Planner Tool
  - ScreammingFrog
  - Google Analytics
  - Google Webmaster Tools
  - Google Page Speed Test Tool
  - GTMetrix, PingDom

- Course Duration: **30 - 40 Hours** (Training + Project Work)
- Training on Live Google Ad Campaign: **YES**
- Course Material: **YES**
- Recorded daily session videos**: YES**
- Real-Time work Documents: **YES**
- Online Marketing Tools Access: **YES**
- Google Search Ads Certification : **YES** (By Google)
- Interview Questions: **YES**
- Demo Class: **YES (1 hour)**