

**Course Fee:** 20,000 INR

**Mode of Class:** Classroom and Online Session

**Online Session:**

You may update your time availability to the trainer and join the meeting on a regular class.

To join the video meeting, click this link:

<https://meet.google.com/tjz-jnru-esw>

**Duration:** 2 Months (With Practicals) and **40** minutes to **1** hour a day.

## **Digital marketing Training and Certification Course Syllabus**

### Introduction to Digital Marketing

- What is digital marketing?
- Significance of digital marketing in current trends
- Difference between the traditional marketing and digital marketing
- The secret behind driving targeted traffic
- Generating business leads
- Measuring business conversion

### Keyword Research

- Keyword research for content marketing
  - Types of keywords
    - Single word keyword
    - Long tail keyword
    - LSI keywords
- Tools used for keyword research
  - Ubersuggest
  - Google auto suggest feature

- LSI graph
- keyword everywhere login
- Keyword research for Search Engine Marketing
  - Types of keywords
    - Broad match keyword
    - Exact match keywords
    - Negative keywords
    - Phrase match keywords
  - Keyword competition levels
    - High
    - Medium and
    - low competition keywords
- Selecting the right keyword
  - Low competition keywords
  - Keywords with the decent monthly search volume

## Understanding Keyword Trends

- Google trends
- Facebook friends
- YouTube trending topics
- Trending Twitter tags

## Search Engine Optimisation (SEO)

- Internet Basics
- HTML Basics
- Website Content Planning
- Hosting Selection Requirements
- What is Local and Global SEO?
- Black and White hat SEO and its difference

## Search Engine

- What is Search Engine?

- Understanding SERP (Search Engine Results Page)
  - What is snippet and rich snippet?
  - Understanding Rich Data
- Types of Search Engines
- Search Engine Submission Process
- How Search Engine Works?
  - Crawling
  - Indexing
- Understanding Search (Google) Operators

### Keyword Research Process

- Google Trends
- Selecting keywords for website
  - Studying keyword demand
  - Tools used for SEO keyword research
  - Understanding Long Tail Keyword
- Implementing Keywords in content
  - Split and Sprinkle technique

### On-Page Search Engine Optimization(SEO)

- Content Curation and Optimization
- Components of Quality Content
  - Designing Good Content
  - Length of the Content
  - Keyword Decoration
  - Keyword Density

- <Head> Tag Optimization
- Meta Title Optimization
- Meta Content Optimization
- Meta Description
- URL Optimization
- Image Optimization
- Content Readability
- Header Tag Optimization
  - H1 Tag Optimization
  - H2 Tag Optimization
  - H3 Tag Optimization
  - H4 Tag Optimization
  - H5 Tag Optimization
  - H6 Tag Optimization

## SEO Friendly Website Structure

- Understanding Schema.org requirements
- Introduction to Microdata and Structured Data
- HTML validation using W3C validation
- Understanding and Implementing Rich Cards
  
- Responsive Website Design
  - Mobile Friendly Responsive Design
  - Using Google Mobile Friendly Test Tool
  - Troubleshooting mobile friendly website issues

## Off-Page Optimization

### Off-Optimization Techniques

- Social Media Engagement
  - Facebook
  - Twitter
  - LinkedIn
  - Pinterest
  
- Backlink Building Techniques
  - Social Bookmarking Sites
  - Forum Submission
  - Free directory submission list
  - Article Submission
  - Web 2.0 Properties
  - Question and Answer sites
  - Video Submission
  - Image Submission
  - Infographics Submission
  - Document Sharing
    - PDF Submission
    - PPT Submission
  - Blog Commenting
  - Email Outreach Program

### Search Engine Algorithms

- What is Search Engine Algorithms?
- Google Algorithms
- Recovering from Search Engine Penalty

## Local Business Listing

- Google local business listing
- Bing business listing
- Understanding and implementing H card
- Generating H Card
- Optimizing Google local business listing
- Understanding NAP:
  - Name
  - Address
  - Phone Number

## Webmaster Tools

- Google Search Console
- Bing/Yahoo

## Web Analytics Tools

- Google Analytics
- Bing Analytics

## Competitive Analysis

- How to perform SEO analysis for a website (SWOT Analysis)
- Tools used for SEO analysis
- How to perform competitive analysis
- Tools used for competitive analysis

## Tools Glossary

- Google SEO Tools

- Google Trends
- Pagespeed Insights Tool
- Google Mobile Friendly Tester Tools
- Structured Data Tester Tool
- Ubersuggest.io
- LSI Graph
- SEOPressor Title Generators
- SEMrush Competitive analysis Tool
- Ahrefs

## Search Engine Marketing (SEM)

- Overview
  - Introduction
  - What is Search Engine?
  - What is Search Engine Marketing
  - What is Pay Per Click (PPC) means?
  - Basis of PPC
  - What is Google AdWords?
- Adwords Auction Insights
  - How Adwords Auction Works?
  - Ad Rank
  - Ad Quality Score
  - Landing Page
  - Daily Budget
  - Total Budget
  - Bid
    - Automatic Bidding
    - Manual Bidding
- Bidding Strategies
  - CPC [Cost Per Click]
  - eCPC [Enhanced Cost per Click]

- CPM [Cost per Thousand Impression]
- CPV [Cost per View]
- CPA [Cost per Action or Cost per Acquisition]
- CPI [Cost Per Installation]
- Target CPA [Cost per Action]
- Target ROAS [Return on Ad Spend]
- Maximize clicks
- Maximize conversions
- Target search page location
- Target outranking share

## PPC Keyword Research

- Effective PPC keyword
  - Relevant
  - Exhaustive
  - Expansive
- Keyword Types
  - Broad match keyword
  - Negative Keyword
  - Exact match keyword type
  - Phrase match type
- Keyword Competition
  - Low
  - Medium
  - High
- How to select effective keywords for a successful campaign?



## Campaign Insights

- Overview
  - Clicks
  - Impressions
  - Average CPC
  - Cost
  - Conversion Rate
  - Conversion Value
  - Search Impression Share
  - Average Position
  - Keywords
    - Cost
    - Clicks
    - CTR (Click Through Rate)
  - Searches
    - Search Terms
    - Words
    - Impressions
    - Clicks
    - Conversions
    - Cost
  - Devices
    - Mobile Phones
    - Tablets
    - Computers
- Opportunities
- Campaigns
  - Campaign Types
    - Search Network
    - Display Network
    - Shopping Ads

- Video ads
  - Universal App
- Search Network
  - Sales
  - Leads
  - Website Traffic
- Display Network
  - Sales
  - Leads
  - Website traffic
  - Product and brand consideration
  - Brand awareness and reach
- Shopping Ads
  - Introduction to Google Merchant Center
    - Creating an account
    - Linking Google Adwords with Merchant Center
    - Creating List (Feed)
  - Creating Shopping Ads
- Video Ads
  - Product and Brand Consideration
  - Brand Awareness and Reach
- Universal App
  - Android

- iOS

## Ad Schedule

Start and end dates

## Ad Extensions

- Sitelink extensions
- Callout extensions
- Call extensions
- App extensions
- Structured snippet extensions
- Review extensions
- Message extensions
- Promotion extensions
- Price extensions
- Ad rotation

## Location options

- Targeted locations
- Excluded locations

## Landing Pages

- Landing Page Optimization

## Google Adwords Keyword Planner Tool

- Search for new keywords using a phrase, website or category
  - Targeting
    - Location
    - Languages
    - Google
      - Google Search Partners
  - Filters

- Keyword
- Broad Match
- Related
- Hide Keywords
- Include Keywords
- Search Volume and Data Trends
  - Search volume using keywords
  - Uploading a file
  - Targeting
  - Date Range
- Multiply keywords

## Plan Your Budget and Get Forecasts

- Search volume using keywords
- Uploading a file
- Targeting

## Ad Preview and Diagnosis

- Preview Ads on SERP

## Social Media Optimisation (SMO)

### Social Media Overview

- What is Social Media?
- How social media platform works?
- Impact of Social Media in business growth
- Choosing the right social media platform based on your target customers
- Social Media Platforms Best Practices
- What is Social Media Optimization?
- What is Social Media Marketing?

## Facebook Optimization

- Creating a Facebook Account
  - Updating profile information
  - What is cover photo?
  - Importance of uploading profile picture and cover photo
  - Configuring Visibility settings (Private, Public and only me)
  - Updating Bio Profile to increase personal reputation
- Facebook Page
    - Creating a Facebook Page
    - Company, Organization or institution page
    - Brand or Product page
    - Artist, Band, or Public Figure page
    - Entertainment page
    - Cause or Community page
    - Creating username for facebook page
    - Uploading Logo and Cover photo and its impact
    - Configuring CTA (Call to Action Button)
    - Increasing Likes, Shares, and Comments
    - Best practices for Uploading Post, Photos, Videos, Images
- Understanding Facebook Metrics
    - Followers
    - Likes
    - Reach
    - Page Views
    - Page Previews

- Actions on Page
- Posts
- Events
- Videos
- People
- Messages
- Orders

## Twitter Optimization

- Twitter Overview

- Creating Twitter Account
- Uploading profile and cover photo
- Completing profile information
- Creating twitter username
- Creating personal and business page
- Understanding #tags (Hashtags)
- Posting on twitter
- Understanding Twitter Trends
- Embed Tweet

- Twitter Metrics

- Moments
- Notifications
- Tweet
- Re-Tweet
- Follower
- Following
- Likes
- Lists
- Moments
- Replies

- Media
- Pinned Tweet
- Audiences
- Events

## Linkedin Optimization

### Optimization Overview

- Creating LinkedIn Account
- Updating linkedin profile
  - Completeness
  - Create Your Vanity URL
- Increasing Visibility of profile to increase job opportunities
  - Get Written Recommendations
  - Add Skills And Get Endorsements
  - Rearrange Your Profile
  - SEO for your profile
  - Incorporating brand image in profile background
  - Building Network
  - Using LinkedIn as CRM Tool
  - Add media to your profile

## Youtube Optimization

- Getting started on YouTube
  - Creating Youtube Account
  - Understanding Youtube Interface
  - Uploading Video
  - Notifications

- Find your way around YouTube
- Subscribe to channels
- Build playlists of videos you like
- Trending on YouTube
- YouTube feature experiments and rollouts
- Update the YouTube app
- YouTube Kids
- YouTube Android app requirements and availability
  
- Create videos & manage your channel
  - Upload videos
  - Edit videos and settings
  - Community & comments
  - Translation tools
  - Manage channels
  - Analyze and optimize your channel
  - Live streaming guide
  - YouTube Contributors
  - YouTube Studio Beta
  - Your account on YouTube
  - YouTube Red & purchases
  - YouTube Partner Program
  - YouTube Nonprofit Program
  - Legal, safety, and copyright
  - Advertising on YouTube
  
- Your account on YouTube
  - Manage account settings
  - Manage your account & channels
  - Troubleshoot account issues
  
- YouTube Red & purchases



- YouTube Red
- Movies and TV shows
- Pay-per-view live events
- Paid channels
  
- YouTube Partner Program
  - Introduction to the YouTube Partner Program
  - Configure your Content Manager
  - Monetize your content
  - Deliver content
  - Manage your rights
  - Get paid
  - Fix problems
  
- YouTube Nonprofit Program
  - YouTube Nonprofit Program overview
  - Enroll in the YouTube for Nonprofits Program
  - Raise money as a nonprofit on YouTube
  - Get help as a YouTube Nonprofit Creator
  
- Legal, safety, and copyright
  - Policies, safety, and reporting
  - Copyright and rights management
  
- Advertising on YouTube
  - Video advertising with AdWords
  - Ad policies
  
- Youtube Apps
  - YouTube TV

- YouTube Gaming
- YouTube Music
- YouTube Kids
- Creator Academy
- YouTube for Artists
  
- Creating Youtube Channel
- Creator Studio

## Google+ Optimization

- Connections
  - Get started with your home stream
  - Connect with people on Google+
  - Block someone or mute a post on Google+
  - Use circles on Google+
  - Add, edit, or delete a Google+ comment
  - People suggestions and connections
  
- Collections
  - Get started with Collections
  - Create & edit collections
  - Find and follow Collections
  
- Communities
  - Get started with Communities
  - Find and join Communities
  - Create or edit a community
  - Moderate a Community

- Settings

- Google+ settings
- Use accessibility features in Google+
- See and edit your Google+ profile
- Set country and age restrictions for your Google+ profile and content
- Get a custom URL for your Google+ profile
- Photos in Google+
- Disconnect an app from Google+
- Download your Google+ data
- Get a Google+ verification badge
- How Google+ works for teens
- Use less data in Google+
- Change your profile's search results setting
- Add or change your birthday on Google+
- Teens & Google+
- See how influential your Google+ profile is
- Search in Google+

- Sharing

- Get started with sharing
- Share a post on Google+
- Delete and manage activity on Google+
- Polls on Google+
- Posts in Google+ search
- See who you shared a post with
- About Google+ pages
- Share your location using Google Maps

- Troubleshooting

- Delete your Google+ profile
- Solve account problems with Google+

- Google+ profile and page suspensions
- Report abuse on Google+
- Can't sign in to your Google Account
- Suicide prevention resources
- Google Safety Center
- Request the removal of an image of a minor on Google+

## Pinterest Optimization

- A guide to Pinterest
  - What is Pinterest?
  - What are Pins?
  - The Save button
  - Send Pins to other people
  - Boards
  - Board sections
  - Secret boards
  - Home feed
  - Following
- Your account
  - Log in
    - Login trouble
    - Connect to other apps with Pinterest
    - Log out of Pinterest
    - Reset your password
    - Trouble with Pinterest emails
  - Deactivation
    - Reactivate or deactivate an account

- If someone else signed up with your email
  - If someone tries to reactivate your account
- Security
  - Account security and hacked accounts
  - Limits and blocks
  - Protecting your account
  - Safe mode
  - Two-factor authentication
- Settings
  - Edit your profile
  - Edit your settings
  - Notifications
  - Why did Pinterest fix a broken link for me?
- Legal and privacy
  - Personalization and data
  - Android permissions
  - Brand surveys
  - Edit your account privacy
  - Personalized ads on Pinterest
  - Pinterest and P3P
  - Some revisions to our terms of service and privacy policy
  - Third-party analytics or advertising providers Pinterest uses or allows
  - What's shared with sellers?
- Law enforcement
  - Law enforcement guidelines
  - Transparency Report

- Transparency report archives
  
- Pinterest basics
  - Boards
    - All about boards
    - Add, edit or delete a board
  - Pins
    - Add, edit or delete a comment
    - Add, edit or delete a Pin
    - All about Pins
    - All about the Pinterest browser button
    - Circles on Pins
    - Hashtags on Pinterest
    - Keep track of Pins you tried
    - Pinterest Lens
    - Video Pins
    - What are Promoted Pins?
  
  - Search and home feed
    - Detecting objects and QR codes with Lens
    - Discovering ideas on Pinterest
    - Filters for recipe search
    - Finding things on Pinterest
    - Following and unfollowing
    - Opt out of Picked for you Pins
    - Scan Pincodes with Pinterest Lens
    - Search with skin tone range
    - Simplified browse view
  
  - People and sharing
    - Send Pins and messages

- Share Pins and boards on Facebook or Twitter
- Shopping on Pinterest

## Social Media Marketing (SMM)

### Get started with Facebook: Beginner

- Introduction to Facebook Pages
- Creating a Facebook Page
- Connect and Engage With Your Audience Using Facebook Live
- Immersive Storytelling With Facebook 360
- Messenger: Connect and Communicate With Customers
- Introduction to Instagram
- Building Your Mobile Presence With Instagram Business Tools
- SMB Fast Track
- Guide Strategy With the Future of Business Survey
- Brand Safety Across the Facebook Family of Apps and Services

### Get started with advertising

- Facebook and Instagram
- Targeting: Core Audiences
- Campaign Structure
- Promote Your Business From Your Facebook Page
- Ad Auction and Delivery Overview
- Extend Your Campaign's Reach with Audience Network
- Ads Manager
- Ad Policies for Content, Creative, and Targeting
- Enhance Your Direct Response Campaigns with Audience Network
- Create Facebook Ads
- Edit and Manage Facebook

- Creating Facebook ads
- Campaign Name
- Single Ad Sets and Multiple Ad Sets
- Ad set Name
- Audience
  - Custom Audiences
  - Exclude and Include
  - Location targeting
  - Age
  - Gender
  - Languages
  - Detailed Targeting
  - Connections
  
- Placement Targeting
  - Automatic Placement
  - Edit Placement
  - Device Types
    - Mobile Only
    - Desktop Only
  - Facebook
    - Feeds
    - Instant Articles
    - In-stream Videos
    - Right Column
    - Suggested Videos
  - Instagram
    - Feed
    - Shares
  - Audience Network
    - Native, Banner and Interstitial
    - In-stream Videos
    - Rewarded Videos
  - Messenger



- Home
- Sponsored Messages
- Budget and Schedule
  - Budget
    - Daily Budget
    - Lifetime budget
  - Schedule
    - Set start and end date
    - Delivery types
      - Standard
      - Accelerated
    - Bid Strategy
- Ad-Formats
  - Carousel
  - Single Image
  - Single Video
  - Slideshow
- Facebook Objectives
  - Awareness
    - Brand Awareness
    - Reach
  - Considerations
    - Traffic

- Engagement
  - App Installs
  - Videos Views
  - Lead Generation
  - Messages
- Conversion
    - Conversions
    - Catalog Sales
    - Store visits

## Twitter Marketing

- Twitter Ad Types
  - Awareness campaigns
  - Followers campaigns
  - Promoted Video Views
  - Website Clicks or Conversions
  - Tweet Engagements
  - App installs and re engagements
- Creating Twitter Ads
  - Naming your campaign
  - Choosing Funding Source (Credit/debit card)
  - Daily and Total Budget
  - Pacing
    - Standard
    - Accelerated
  - Ad schedule

- Choose your creatives
- Audience
  - Demographics
    - Gender
    - Age
  - Location, Device and Platform
    - Country
    - State
    - Region
    - Metro Area
    - Postal Code
    - Platform or device
- Bid Type
  - Automatic Bid
  - Target cost
- Optimization Preference
  - Maximum Reach
  - Reach with Engagement
- Ad Group
  - Twitter Analytics

LinkedIn Marketing

- Understanding Network
- Understanding Connections
- My Network
- Job Postings
- Writing an article, photo, video or idea
- Uploading a profile photo
- Understanding Trending in LinkedIn
- LinkedIn Group

## LinkedIn Advertise

- Creating Company Pages
- Understanding Sponsored Content

## Ad Types

- Sponsored Content
- Sponsored InMail
- Text Ads
- Dynamic Ads
- Programmatic Display Ads

## LinkedIn Features

- Conversion Tracking
- Contact Targeting
- Lead Generation
- Lead Gen Forms
- Website Demographics
- Website Retargeting
- Account-Based Marketing
- Audience Network

## Pinterest Marketing

- Get started
  - All about Pinterest for Business
  - Set up your business profile
  - Business best practices
  - Common business questions
- Promoted Pins
  - Creating and editing Promoted Pins
  - 3rd Party Click Tracking
  - About the ad review process
  - Ads reporting
  - Billing and payment
  - Bulk editor
  - Campaign structure
  - Fix a Promoted Pins problem
  - Pinterest tag
  - Promote App Install Pins
  - Promoted Pin Tips
  - Promoted Video with Autoplay
  - Targeting
  - Understand the auction
- Pins and your site
  - Website widgets
  - About the Pinterest Crawler
  - Blocked links and websites
  - Build a Save button for your site
  - Enable Rich Pins for your site
  - Hashtags on your Pins

- Pincodes for your business
- Prevent saves to Pinterest from your site
- Shop the Look: Product tagging
- Showcase
  
- Buyable Pins
  - About the Buyable Pin review process
  - Selling on Pinterest
  
- Analytics
  - Pinterest Analytics
  - Activity from your website
  - Confirm your website
  - People you reach
  - Pin stats
  - Pinterest Analytics trouble
  - Profile analytics

## Getting Started with Email

- What is email?
- How to create an email account?
- What is email marketing?
- How email marketing works?
- What is spamming in email marketing?

## Requirements for Email marketing

- Email database
- Email templates
- An email client

## How to Create an Email Database?

- Buying email database
- Building targeted list using email subscription box
- Creating a lead generation ad campaign in Google AdWords and Facebook advertising platforms.
- Scraping email addresses from online resources using plugins like email collector email hunter and so on.
- Organising an event or exhibition and collecting users database.

## Types of email templates

- Creating text template
- Creating HTML template
- Creating an image template

## Email client

- Introduction to mailchimp
- creating and mailchimp account
- adding or importing contacts
- creating email HTML templates
- creating an email campaign
- Creating and an subscription confirmation email

## Email marketing best practices

- Avoid spamming
- Respect People's choice for unsubscription
- Whitelisting email address

## Analytics and reporting

- Tracking open email
- Tracking the click on the link
- Tracking sent email