Digital Marketing Module

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Basic Introduction

- Internet and Search Engine Basics.
- Internet Marketing.
- The importance of Search Engines.
- Understanding the SERP.
- Google Search Engine Architecture Search Engine Algorithms
- Google Algorithm Updates
- Panda Update and its Importance
- Latest Updates about SEO Algorithms
- Google WebMaster Tools

SEO (Search engine optimization)

- Introduction to Keyword Research
- Keyword Research
- Types of Keywords
- Keywords Analysis Tools Competition Analysis
- Preparing a Keyword List for Projects
- Localized Keywords Research
- Important tools

On-Page Optimization (Onsite)

- Basics of Website Designing
- Essentials of good website designing
- HTML Basics for SEO
- Usability and User Experience in Website
- Importance of Domain Names and Value
- Domain Selection
- Website Structure and Navigation Menu Optimization
- Filename Optimization
- Title Tag Optimization Keywords
- Keyword Density Analysis
- Meta Tags Optimization
- Headers Optimization
- Optimizing SEO content
- Page Speed Optimization Tool
- Anchor Links Optimization
- Internal Link Strategy
- Iframes / Frames effects on SEO

- Header and footer
- Header optimization with tag line or catch line
- Footer Optimization
- Creating an HTML and XML sitemaps
- URL Rewriting Techniques
- Canonical / 404 Implementation
- HTML Validation using W3C
- Google SEO Guidelines
- Hosting Selection How the Search Engine works
- Creating Robots file Creating sitemaps
- Image tag optimization Image Importance
- Anchor Text URL renaming/re-writing
- Google webmaster and Analytics tools

Off Page Optimization

- Introduction to Offsite Optimization
- Submission to search engine
- Black Hat / White Hat / Grey Hat SEO
- Submission to Relevant Directories
- Free Links / Paid Links
- Directory Submission
- Blog Submission
- Free Classifieds
- Forums
- Guest Posting
- Press Releases
- Social Bookmarking
- Local Business Listing (Local SEO)
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Image Submissions
- Document Sharing
- Tracking the Links and Page Rank

SMO (Social Media Marketing)

SMO BASICS
- Introduction to Social Media
- Advantages Over Online Marketing
- Social Media Strategy

FACEBOOK OPTIMIZATION

- Latest trends
- Difference between Profiles, Places, Groups and Pages
- Social media and communications strategy
- Facebook Connect (Like, Share, Comment)
- Facebook Pages (Creating, Managing, Retention)
- Pages (Dos and Don'ts)
- Measuring and Monitoring
- Sponsored Stories
- Facebook Places and check-ins Advantages and challenges

Youtube Optimization

- Online video - content is king
- Defining your goals, metrics and budgets
- Social sharing, comments and reviews
- Getting an audience
- Creating and managing an account
- Using Ads inside Videos
- Promoting YouTube Videos

PPC (Pay per Click)

PPC

- What is PPC
- Research Tools
- Keyword Research
- Google PPC
- Landing Pages
- Targeting
- Budgets
- Scheduling
- Campaign Management
- Analytics

Email Marketing

Email Marketing Topics

- Introduction to Email Marketing
- Spam
- List Building and Management
- Elements of an Email
- Marketing Automation
- Integrating Email with Disciplines