Induction to Digital Marketing/Overview.

- ☑ What is Marketing ?

- ☑ What is difference between Traditional and Digital Marketing ?

- ☑ What is the difference in lead and traffic and how to win over them ?

- ☑ How to choose your target audience ?

- ☑ Difference between Visitor and Customer ?

- ☑ What is Inbound and Outbound traffic ?

- ☑ Growth Hacking.

- ☑ Case Studies.

Website Planning and Creation.

- ☑ Era of internet

- ☑ Difference between HTTP and HTTPS

- ☑ Difference between Websites and portals and e-commerce.

- ☑ What is I.P, Server and Hosting ?

- ☑ Types of Websites.

- ☑ How to buy Domain names and extensions ?

- ☑ How to choose Technology/ Language for website ?

- ☑ Advantages and Disadvantages of Zoolma,CMS, PHP.

- ☑ InDepth Knowledge of CMS: Static , Dynamic and Responsive.

- ☑ Landing Page.

- ☑ Website Layout and Navigation as per Business.

SEO (Search Engine Optimization)

- ☑ What is SEO?
- ☑ Types of SEO
- ☑ How search engine works.
- ☑ Importance of keyword in SEO
- ☑ Website analysis for SEO.
- ☑ Importance of Meta Tag.
- ☑ Sitemap creation
- ☑ Robot file meaning and importance.
- ☑ Load time and website,
- ☑ Factor affecting SEO.
- ☑ What is keyword Ranking.
- ☑ Keyword Research Technique
- ☑ On page and off page technique,
- ☑ Keyword density checker tool.
- ☑ Do follow and No follow link.
- ☑ What is EMD?
- ☑ Google Guideline
- ☑ Link building.
- ☑ What is backlink.
- ☑ Google Business Listing.
- ☑ Geographical Targeting.
- ☑ Keyword Planning Tools.
- ☑ Black Hat Seo Concepts.
- ☑ Understand Page Rank.

Introduction to Google Adwords.

- ☑ What is Google Adword?
- ☑ Difference between Organic and Paid Results.
- ☑ Setting up Google Adword Account.
- ☑ Benefits of Google Adword.
  - ○ Campaign
  - ○ Ad group
  - ○ Ads
  - ○ Keywords
  - ○ Landing Page
  - ○ URL Path

- ☑ Types of Google Ads.
  - ○ Search Network Ads.
  - ○ Search Network with display.
  - ○ Shopping Ads.
  - ○ Display Ads.
  - ○ App promotion Ads
  - ○ Video(YouTube Ads.)

- ☑ Concept of Adword Algorithm.
  - ○ Adword Approval Policy.
  - ○ Text Heading Criteria.
  - ○ Strategy and Adrank in Adword Alogirthm.
  - ○ Importance of Landing Page.
  - ○ Text Limit in content.
  - ○ Attractive Content writing Technique.
  - ○ Adword disapproval problem solution.
  - ○ Adrank Improvement Strategy.

- ☑ Terminology used in Google Adword-
  - ○ PPC
  - ○ LPA
  - ○ CPC
  - ○ CTR
  - ○ CPM
  - ○ ROI
  - ○ CPV

- ☑ Types of Bidding :
  - ○ Mannual CPC
  - ○ Maximize Click
  - ○ ROAS
  - ○ Target Search Page Result
  - ○ Enhance CPC
  - ○ CPA

- ☑ Bid Strategy of different types of business.
  - ○ Target Location Setting
  - ○ Ad Group Creation
  - ○ Ad Creation Strategy
  - ○ Ad Relevancy

Email Marketing

- What is Email Marketing and how it works ?
- How to make effective email campaigns ?
- Issue and solutions in sending bulk SMS ?
- Types of Email.
- How to push a mail to inbox instead to Spam.
- Software,templates and tools for email marketing.
- How to create an HTML E-mail ?
- Auto responders.
- Tracking of email.
- A/B Testing to inbox email.
- Setting up email marketing accounts.

SMS Marketing

- What is SMS Marketing and How it works?
- Types of SMS.
- Routes for sms marketing.
- IVR System and its uses
- Use of API Link in SMS Marketing.
- Data Mining.
- SMS C/R Management.
- DND/NON-DND Filteration.

Social Media Marketing

- Social Media Marketing

- What is social media and what its use?

- Facebook and Linkedin.

- Branding and sales with Business page creation/page/group/community/ FB Ads and techniques.

- Product brand promotion technique.

- Lead generation technique.

- Database management.

- Follow,like,page setup on website

E-COMMERCE MARKETING

- E-Commerce Case Study.

- International E-commerce.

- E-commerce SEO Techniques.

- E-commerce Marketing Strategy

- Google Merchant Account Hosting.

- Shopping Ads Techniques for E-commerce Product.

Mobile Marketing

- ☑ Concept of mobile technique.
- ☑ Develop layout for mobile marketing.
- ☑ Mobile marketing measurement and analysis.
- ☑ Mobile marketing on social media.
- ☑ Measuring and managing your campaigns.
- ☑ Advertising on mobile apps.
- ☑ Mobile application promotion.
- ☑ Limitations of app for google play.
- ☑ App store optimization.

Video / YouTube Marketing

- ☑ Concept of video promotion in Digital Marketing.
- ☑ Video Creation Theme based on service.
- ☑ Various tools for video creation.
- ☑ You Tube Channel Creation.
- ☑ You Tube Recommended Channel Setting.
- ☑ Brand Building through Video promotion.
- ☑ YouTube Ads Creation.
  - ○ Bumper Ads
  - ○ Skippable Ads
- ☑ CPV Analysis in YouTube Ad.
- ☑ Ads Run Technique on specified You Tube Video.
- ☑ YouTube Monetization Technique.

Content Marketing

- ☑ Importance of content in Digital Marketing.
- ☑ Content creation technique.
- ☑ User friendly content.
- ☑ Limitations of Content Writing.
- ☑ Keyword density analysis.
- ☑ Duplicacy score check.
- ☑ Catchy title creation.
- ☑ Content distribution network.
- ☑ Content management system.
- ☑ Tool for content validator.
- ☑ How to optimize content for search engine.
- ☑ Storytelling.

Affilate Marketing

- ☑ What is Affiliate Marketing and How it works?
- ☑ How to become an effective Affiliate?
- ☑ How to get Approval as an affiliate from India's/World's Top Affiliate Marketing Agencies?
- ☑ How to choose best possible Affiliate Marketing Agency?
- ☑ Case study and History.
- ☑ Secrets of Affiliate Marketing.
- ☑ Affiliate Marketing in India And Other countries.
- ☑ How to sell our product on a shopping site?

Online Reputation Management

- What is ORM and Why it is important?
- How to tackle negative Reviews?
- Different Applications and Tools to monitor ORM.
- Case Study and Examples.
- Suppress Negative Review Techniques.
- Rebuilding Brand Image.

Google Analytics

- Introduction to Google Analytics.
- Setting up goal and tracking website.
- Visitor analysis on site.
- Traffic tracking & analysis.
- Analytics code setting to Website.
- Goal tracking through Website.
- Understanding of exit rate & bounce rate
- Bounce rate analysis of Website.
- Funnel Creation'E commerce tracking
- Customer Behaviour Analysis.
- Track customer through different channel.

Google Webmaster

- ☑ Imp of Google Webmaster Tool.
- ☑ Inhand best practice on tool.
- ☑ How to analysis GWT.
- ☑ Site Duplicate content analysis.
- ☑ Crawl Error analysis.
- ☑ 404 Page Report analysis.
- ☑ Database management.
- ☑ Website health check on webmaster.
- ☑ Website Error find and data management.

Google Adsence

- ☑ How to get approval from google Adsense?
- ☑ How to place ads on your website by google?
- ☑ Do and don't of Adsence approval.

Lead Generation Techniques

- ☑ Concept of lead generation for business.
- ☑ Importance of Landing Page.
- ☑ Create high relevant Landing Page.
- ☑ Lead Generation channel through digital marketing.
- ☑ What is ERP?
- ☑ Database Lead Management.
- ☑ Sales process after leads.

Freelancing Techniques/Business StartUp

- ☑ How to find clients quickly?
- ☑ How to market yourself
- ☑ How to quickly build a portfolio?
- ☑ Find out most profitable project
- ☑ Earn money through youtube
- ☑ Affiliate work.
- ☑ Adsense earn technique.
- ☑ How to choose technology/languages for your website?
- ☑ Startup business training.
- ☑ Case studies.
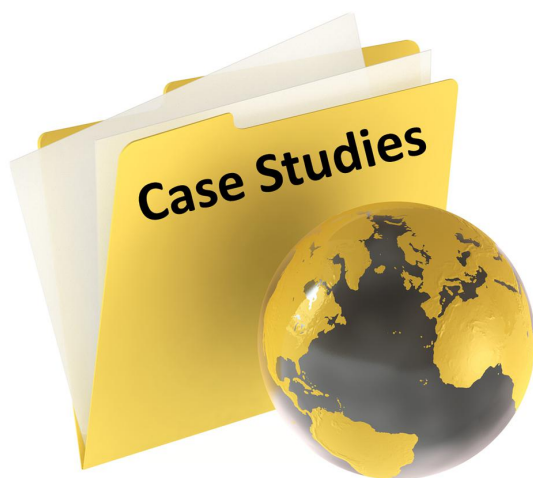- ☑ How to start own service project?

Cyber Law

- What is Cyber Law?
- Scope of Cyber Crimes.
- Cyber Law in India & Worldwide
- How to prevent from Cyber Threats?
- What are the cyber threats nowdays
- How to protect your data and content Online?
- Case Studies

Case studies

- Case Studies of different websites, Portals and companies like
- Facebook,
- Justdial
- Google
- WhatsApp
- Amazon