DIGITAL MARKETING CAREER GUIDE COURSE

Be Beginner to advance Marketer

FREE Demo Class !!! Enroll NOW

COURSE SUITABLE FOR

Entrepreneurs

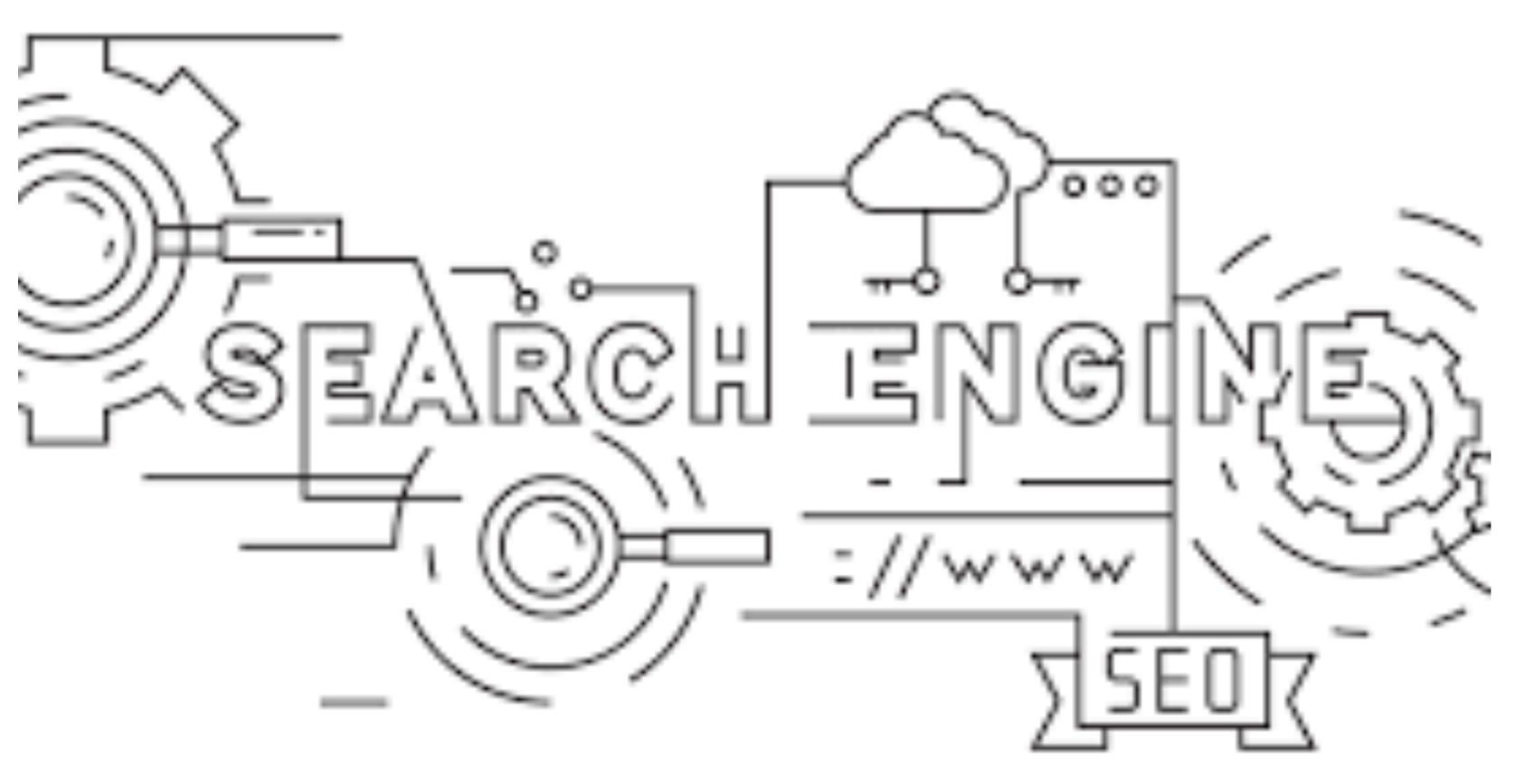College Students

Marketing Professionals

Job Seekers

Digital Marketing Course Content

Digital Marketing Introduction

- What is Digital Marketing?

- Why Digital Marketing?

- Digital Marketing platforms?

- Digital Marketing Strategy

- Types of Digital Marketing – Organic & Paid

- Digital Marketing VS Traditional Marketing

- How is it different from traditional marketing?

Understand Search Engines & Google Algorithms

- What are search engines?

- How search engines work ?

- Major functions of a search engine

- Introduction to SERP

- What is Search Engine's Algorithms?

- How Algorithms Works?

- Google Algorithms and Updates.

Search Engine Optimization (SEO)

- **What is Search Engine Optimization (SEO)?**

- **Importance of SEO**

- **Different types of SEO**

- **Tools used in SEO**

On-Page SEO

>> Keyword Research.

>> Meta description.

>> Title tag.

>> URL structure.

>> Header Tag.

>> Page speed.

>> Internal & External link

>> Sitemaps.

Off-Page SEO

>> Directory submissions.

>> Social bookmarking .

>> Social media promotions .

>> Video submissions .

>> PPT/document submissions .

>> Image submissions

>> Classified Submission

>> Blog Commenting

KEYWORD RESEARCH

- What is Keyword Research ?

- Types of keyword research

- How to do keyword Research?

- Alternative suggestions to keyword research

- Tools for keyword research

Social Media Optimization (SMO)

- What is Social Media Optimization (SMO)?

- Benefits of SMO ?

- Tips & tricks for optimization.

- Facebook Optimization.

- YouTube Optimization .

- Twitter Optimization .

- LinkedIn Optimization .

- What is Social Media Marketing (SMM)?

- How social media marketing is different than others SMM?

- Tools used in SMM

- Benefits OF SMM .

- Facebook Marketing .

- YouTube Marketing.

- Twitter Marketing .

- LinkedIn Marketing.