

SEO & Digital Media Marketing Training Course

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Duration: 45 Days

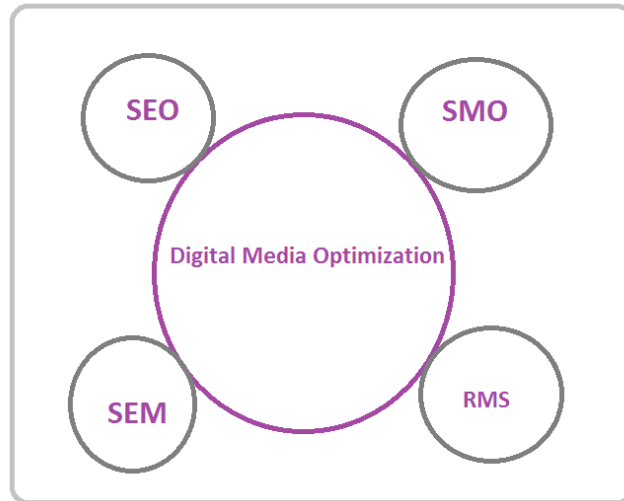
About us:

We are having 8 Years of Experience in Search Engine Optimization (SEO), Digital Marketing, Social Media Optimization (SMO), Search Engine Marketing (SEM), Social Media Marketing (SMM), , and Pay per Click (PPC). Presently working as a SEO Project Manager in SOWEDANE IT SOLUTIONS Pvt Ltd. I will provide training for fresher's, looking to make a career in SEO field, corporate etc following topics will be covered in SEO training.

Digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.

Overview:

- ✓ What is Digital Marketing?
- ✓ why are people going online?
- ✓ Benefits of Digital Marketing
- ✓ What does digital marketing consist of?
- ✓ How Digital Marketing evolved?
- ✓ Search Engine Optimization (SEO)
- ✓ Pay Per Click (PPC)
- ✓ Social Media Marketing / Social Media Optimization (SMM/SMO)
- ✓ Search Engine Marketing (SEM)



SEO (Search Engine Optimisation)



What exactly is Search Engine Optimization (SEO) ?

Search Engine Optimization is a process of increasing the visibility of your website in major search engines. Many people think that for learning SEO, you need to have technical knowledge which is completely wrong assumption in the market.. You just need to know the basics of HTML which is covered in the course content. Why Website owners go for SEO? Let me give you an example. Lets say you are searching for a keyword in Google and you get a lot of websites in the ranking. The next what you will do is click on the website which comes in the top 3 or top 5 positions. So lets say if there are 100 people who are searching for the same keyword in Google, the website which is coming in the top position will get a lot leads. This is the benefit of doing SEO. SEO Rankings are not fixed. It keeps on changing.

- What is SEO?
- Why is SEO?

- Who need SEO?
- SERP
- Organic & Paid Traffic
- Internet Technical Terms
- Website Architecture
- How the Search Engine works
- Search Engine Parameters
- Browsers VS Search Engines

SEO Hats

- ✓ White Hat SEO
- ✓ Black Hat SEO
- ✓ Gray Hat SEO

On-Page Optimisation

- Initial Website Analysis
- Meta Data Optimisation
- Header Tag Optimization
- Image Optimisation
- Content Optimisation
- Robots File Formatting
- Sitemaps Generation and updates (xml & HTML)
- Alt attributes
- Title Tags
- URL Optimisation
- Canonicalization

- www and non www rules
- Crawling errors
- Broken Links
- URL Shortening Tools

Off-Page Optimisation

- Linking Building
- Niche Directory Submission
- Social Bookmarking
- Press Releases
- Local Business Listings
- GEO Classifieds
- Article Marketing
- Feed Submission
- Web 2.0 Pages
- Web 3.0 Pages
- Profile Creation
- Oneway Linking
- Theme Related Linking
- Search Engine Submission
- Blog Commenting
- Fourm Postings
- Deep Linking's
- Two way Linkings
- Competitor Analysis

- Link Wheels

Google & Bing Algorithm Rules and Regulations

- Google Pigeon
- Google Panda
- Google Humming Bird
- Google Mobile Optimisation
- Google Analytics
- Google Local (GEO) Trends
- Google webmaster Tools
- Google Sandbox Effect
- Bing Webmaster tools
- Bing Search Engine Rules
- Bing Image Optimisation

Research & Analysis

- Industry Research
- Keyword Research
- Competitor analysis
- Finding Appropriate Keywords
- Target segmentation

Virtual & Viral Marketing

- Affiliate marketing
- Email marketing
- Banner Advertising
- Reputation Management

- YouTube Channels Optimization
- Video optimization
- Image Optimization
- Video Submission
- Info Graphic Submission
- Podcasting
- RSS Feed generation and boosting

SMO (Social Media Optimization)

What is Social Media Marketing? Also Called as Social Media Optimization

Social Media is the process of gaining traffic or attention through social media sites. Using social media for marketing can enable small business looking to further their reach to more customers. Your customers are interacting with brands through social media, therefore, having a strong social media presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business.

- LinkedIn What is social media?
- How can social media help my business?
- Social Media Training: The Big Picture
- Conversations, relationships, word of mouth and transparency
- The key Social Media tools and networks
- Establishing your online identity and message
- The consolidated approach
- Social Media Training: Blogging
- Why should you blog and What should you to blog about
- The main types of blog post
- Research methods for writing quality, timely content
- Engaging your audience with video
- Social Media Training: Making best use of specific Social Media platforms
- Facebook
- How can Facebook be used to aid my business?
- Developing a useful fan-page
- Facebook apps to share content
- Twitter

- How does Twitter work?
- Setting up a Twitter account
- Re-tweets, hashtags and lists
- Managing and enhancing Twitter with apps
- Your profile
- Building quality connections and getting recommendations from others
- How to use groups – drive traffic with news & discussions
- Social Media Training: Pulling all the Social Media Platforms Together

SEM (Search Engine Marketing)

What is Search Engine Marketing (SEM)?

Search Engine Marketing a process of increasing the visibility of your website on the web using paid platforms. You have a lot of paid platforms like Google Adwords, Bing AdCentre, Facebook Adv, LinkedIn Advertising, YouTube Video Advertising and many more. The reason why people go for paid advertising is instant results, branding & lead generation.

Google PPC Course Content

- Adwords Account Setup
- Creating Adwords Account
- Adwords Interface Tour
- Adwords Dash Board
- Billing in Adwords
- Creating First Campaign
- Understanding purpose of Campaign
- Account Limits in Adwords
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Ad groups and Keywords
- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- Adwords Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board

- Search Terms
- Columns Customization
- Filters
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Contextual Targeting Tool
- CPC Bidding and CPM Bidding
- Conversion Tracking
- Website Optimizer
- A/B Testing
- Conversion Tracking
- Dimensions Reports
- Multi User Access

YouTube Video Campaign Course Content

- An introduction to YouTube
- How to optimize your YouTube channel
- How to gain more youtube views & subscribers successful
- How to optimize & leverage youtube videos
- How to work with your youtube audience
- Youtube Ad Formats Supported
- Youtube Analytics & Insights
- Video Manager
- Youtube Video Dashboard
- Video Bidding CPV(Cost Per View)
- The ground rules; the major do's and don't about creating your YouTube presence
- How it works – the basics
- How it works – the advanced and little known features
- Content – what, why and when to publish it on YouTube
- Building your brand on YouTube
- The important of the written word to promote video
- Driving visitors to your website through YouTube
- Embedding and distributing video for commercial gain
- YouTube and legal implications
- The sector in which you operate and YouTube trends

Facebook Course Content

- An introduction to Social Media and Facebook in particular

- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don't about creating a business profile on Facebook.
- How it works – the basics
- How it works – the advanced and little known features
- Etiquette on Facebook
- Getting your message across on Facebook
- Building your brand on Facebook
- Connecting and research with Facebook
- Creating new customers and keeping them
- Driving visitors to your website through Facebook
- Enhancing your Facebook activity
- Direct communication with your Facebook 'friends'
- Generating leads through Facebook for offline follow-up
- Essential third party tools and applications
- Facebook and legal implications
- Your company on Facebook
- Your competitors on Facebook
- The sector in which you operate and Facebook trends
- Achieving your company/organization goals on Facebook

LinkedIn Course Content

- Introduction to LinkedIn
- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics
- How it works – the advanced and little known features
- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn
- Creating the right profile: the cornerstone of your LinkedIn activity
- Developing your profile to attract new prospects and clients as well as acting as “social proof” for referrals and word of mouth

- Developing your network to increase your reach and visibility
- Methods and approaches to extend your network
- Using the advanced search facilities to find new potential prospects and target new business
- Raising your profile and marketing yourself, your company and services
- Developing and raising your profile to set you apart from the competition on LinkedIn
- Updates: how to use them best without re-inventing the wheel
- Groups: participating sensibly and establishing your own
- Recommendations, messaging, endorsements and other on site tools
- Company tools and coordinating activities
- Setting up, expanding and promoting the all important Company Pages
- Company Page Products and Services examined
- Using the Company Updates and Follow buttons
- LinkedIn for General business and marketing use
- LinkedIn for Sales & Business Development
- LinkedIn for Recruiters
- Unlocking the Corporate Marketing Opportunities on LinkedIn
- LinkedIn as a tool for Jobseekers (Outplacement focus)

Softwares

- SENUKE X
- Keyword External Tool
- Search Engine Submission Tool
- Social Media Optimization (SMO)
- Search Engine Submission Tool
- Only Wire Tool

- Pinger Tool
- Article Marketing Robot
- Magic Submitter
- Article Video Robot
- Scrap box
- Bulk ping Tool
- RSS Submitter Tool
- Animoto (Creating Small Videos Tool)
- Windows Movie Maker (Creating Videos Tool)

Benefits of SEO & Digital Marketing

- ✓ Lowest cost form of Search Engines traffic, Cost may decrease over time.
- ✓ Branding value
- ✓ Long term growth in site visitors
- ✓ Increase sale or leads
- ✓ Provide high level of credibility.
- ✓ Broad coverage on potentially every search engine worldwide.
- ✓ Broaden your market and target a wider coverage cost-effectively
- ✓ Steady increase in search engine traffic with long term effect
- ✓ Increase quality of search engine traffic
- ✓ Improve business conversions and sales leads
- ✓ Improved Revenue and ROI
- ✓ Reduced Acquisition cost

Career in SEO

With rising demand of SEO professionals, the career prospects are very high in the field. A SEO expert with the medium can not only work in locals but can expand to a global level. Particularly in India with the recent craze of online marketing, SEO careers will further bloom with no doubts.