

SYLLABUS FOR DIGITAL MARKETING

- ✓ Introduction to Digital Marketing.
 - What Is Digital Marketing?
 - Benefits of Digital Marketing?
 - Digital Marketing vs Traditional Marketing
 - Benefits of Digital Marketing over Traditional Marketing
 - What is B2B Marketing?
 - Examples of B2B Marketing
 - What is B2C Marketing?
 - Examples of B2C Marketing
 - What is Traffic?
 - Different Types of Traffic
 - What is Keyword?
 - Different Types of Keyword/ How to get traffic?
- ✓ Basics of Computer
 - What is Internet?
 - How Internet Works?
 - What is Intranet?
 - What is IP?
 - What is the use of IP?
 - What is Firewall?
 - What is LAN & WAN?
- ✓ Web Concepts & Hosting (General Overview)
 - What is WWW?
 - What is Domain?
 - What is Domain Name & Extension?
 - What is Hosting?

- Types of Server
- Different Types of Websites
- ✓ Website Creation
 - How to Create a Blueprint of Website?
 - Objective/ Benefit of Website
 - How to make faster Website than others
 - Creation of Website in Wordpress
- ✓ Search Engine Optimization
 - What is SEO?
 - History & Evolution of SEO
 - Important SEO Algorithm updates by Google
 - On Page Optimization
 - Website Structure Optimization
 - Content Optimization
 - Image Optimization
 - Anchor Text Optimization
 - HTML Code Optimization
 - Meta Tag Creation & Optimization
 - HTML Sitemap Creation
 - Google Search Console
 - Analytics Setup & Monitoring
 - Robots.txt Optimization
 - RSS Feed Generation
 - Google Analytics
 - Bing Optimization
 - Local SEO
 - Conversion Optimization
 - Off Page Optimization
 - Google Base Optimization
 - Reputation Building
 - Bookmarking

- SEO Content Writing
- Quality Link Building
- Article Submission
- Blog Commenting
- Forum Posting

✓ Social Media Marketing

- Introduction to PPC & Adwords
- Setting up Google Adwords Account
- Payment Option – Which is Better
- Create Campaign
- Understanding Ad Groups, Ads & keyword Concept
- Bidding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extension
- Local Extension
- What is Quality Score?
- What is CTR
- CPC/CPM
- Re-marketing
- Display Advertise
- Shopping Ads
- Video Ads

✓ Google Ads Alternatives

- Bing & yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Ad & Bing PPC

✓ Social Media Marketing

- What is Social Media Marketing?
- Market Company's Product on Social Media
- Wonders of Social Media

- Create your Profile one by one
- Facebook Marketing
- Tumblr Marketing
- Pinterest Marketing
- Quora Marketing
- LinkedIn Marketing
- Twitter Marketing
- ✓ Email Marketing
- ✓ Youtube Marketing
- ✓ Ecommerce Marketing
- ✓ Mobile Marketing
- ✓ Content Marketing
- ✓ Growth Hacking
- ✓ Influence Marketing
- ✓ Affiliate Marketing
- ✓ Telegram & Snapchat Marketing
- ✓ Email Template Creations
- ✓ Badge Verification
- ✓ Funnel Creation
- ✓ Hot Topics- Instagram Reels, Hashtags.