

# Digital Marketing Syllabus

## Chapter 1

- What is Digital Marketing?
- Inbound and outbound Marketing
- Content Marketing
- Understanding Traffic
- Understanding Leads
- Scope of Digital Marketing

## Chapter 2

- Website Planning and Structure:-
- WWW
- Domains
- Buying a Domain
- Website Languages and technologies
- One page Website
- Strategic Design for Home page, Product, Services, Pricing and contact page
- Call to action
- Designing Landing Pages
- SEO Overview
- Website Auditing

## Chapter 3

- What is SEO?
- Importance of SEO in Digital Marketing
- What are Search Engines
- Backend working of Search Engines
- History of Search Engines
- Different Types of Search Engines
- Algorithms and updates of Google
- Google Crawler

## Chapter 4

- Website Design and Structure

- Websites vs Portals
- Architecture of Website
- Website Designing Basics
- URL Structure
- SEO Friendly URL
- Static vs. Dynamic
- Optimized Images
- Responsive Web Design
- Navigation

## **Chapter 5**

- SEO Keyword Research and Analysis
- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- Keyword Research Checklist
- Competitors Website Analysis
- How to Choose Best Keywords
- Tools available for Keyword Research
- Google Adwords

## **Chapter 6**

- On-Page SEO Checklist
- Meta Descriptions and Meta Keywords
- Server and Hosting Check
- Domain Names and Suggestions
- Mobile Friendly Website

## **Chapter 7**

- Technical On Page SEO
- Google Search Console
- Google Analytics
- XML Sitemap Optimization
- Canonical URLs
- URL Optimization
- Robots.txt
- Domain Names and Suggestions

- Canonical Tag
- Meta Tags
- Images and Alt Text
- Duplicate Text
- Server and Hosting Check
- Robots Meta Tag
- 301 Redirects
- 404 Error
- Text to HTML Ratio
- Speed optimization
- Mobile SEO
- AMP

## **Chapter 8**

- Off-Page Techniques
- Blogging
- Link Building Techniques and Strategy
- Link Building Tasks
- Google Business Listing
- How to remove bad backlinks from Google
- SEO Tools for off page
- Image SEO
- Video SEO
- How to Rank in Search Engines
- Off-Page SEO Checklist

## **Chapter 9**

- Google Analytics
- Install Google Analytics
- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking
- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behavior

- Setting up Goals and Funnels
- Other Analytics Platforms

## **Chapter 10**

- Google Search Console
- Identify links coming to your site
- Helps you find broken links on your site to allows you to submit sitemap to Google
- Identify crawling issues
- Helps submit robots.txt to Google
- Allows you to geographically target your site
- Find landing pages

## **Chapter 11**

- Content Marketing
- Basics of Content
- Importance of Content in Digital Marketing
- How to write Promotional Content
- Implications of Content towards Digital Brand Management

## **Chapter 12**

- Types of Content Writing
- Web Content writing
- SEO Friendly Content
- Content for Social Media
- Creative Writing
- Blogs
- Articles
- Press Release
- Copywriting

## **Chapter 13**

- Website Content
- Content for the Website
- How to Write Better Headlines And Content
- Quality Content

## **Chapter 14**

- Social Media
- Understanding the Social Media
- Value of Social Media
- Find the Right Channel for marketing
- Why your Business require Social Media Optimization
- Different Social Media Network

## **Chapter 15**

- Facebook
- How to build brand on Facebook?
- Profile and Page creation
- Facebook layout
- HashTags
- Facebook Tricks
- Facebook Updates
- Facebook Page insights
- Do's and Don'ts of Facebook Page
- Facebook content creation strategy
- How to improve likes, share and comments?

## **Chapter 16**

- Introduction to micro blogging & Twitter
- Importance of twitter in building brand & business
- Creation of twitter profile
- Hash tags
- How to integrate twitter with other social -networking sites?
- Case studies on twitter
- Twitter Analytics
- Fan Engagement
- How to engage with users on twitter

## **Chapter 17**

- LinkedIn
- Introduction to LinkedIn and how it works
- How is LinkedIn important for business?

- Creating Individual profiles and Company Pages
- User Engagement
- Putting right contents and images
- Sharing post, articles, images and news on various groups

## **Chapter 18**

- Pinterest
- Introduction to Pinterest
- Elements of Pinterest from a business view
- Creating profile and Brand Pages on Pinterest
- Creating Boards and Pins
- Pin Likes, Re-Pin and Commenting
- Pinterest Analytics

## **Chapter 19**

- Instagram
- Instagram for Business Overview
- Determining your Businesses Instagram
- Creating profile and Brand Pages on Instagram
- How to Grow Audience on Instagram?
- Instagram Insights
- How to increase Followers

## **Chapter 20**

- Google+
- Creating profile and Google+ Page,
- Business Page, Company Page
- Google+ Communities
- Google+ Hash Tags
- Google+ Settings
- Sharing, Commenting and reviews on Google Posts
- Social Tactics and strategies of Google+ promotion

## **Chapter 21**

- Overview of AdWords
- Basics

- Creating AdWords Account
- Account Limits in AdWords
- Billing in AdWords

## **Chapter 22**

- Campaign Understanding
- Understanding Purpose of Campaign
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Creating Campaigns
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping

## **Chapter 23**

- Campaign
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Automatic campaign optimization (Display Only)
- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- AdWords Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Search Terms + Single Keyword Auction
- Budget

## **Chapter 24**

- Ad groups and keywords
- Keywords Understanding
- Trending Keywords
- Keyword Selection
- Purpose of Ad Groups
- Creating Text Ads
- Keywords Control
- Keyword Planner Tool
- Ad-Extension

- Landing Pages

## **Chapter 25**

- Ad formats and Ad guidelines
- Ad Types in AdWords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Ads Preview and Diagnosis

## **Chapter 26**

- Display Network Targeting and Conversion Tracking
- Setting a Display Network Campaign
- Concept of CPM and Branding Automatic Placements
- Manual Placements Placement Tool
- CPC Bidding and CPM Bidding Setting
- Purpose of Conversions
- Create your Conversion Tracking Code
- Tracking the Conversions for Multiple Products

## **Chapter 27**

- Overview of SMM
- Strategy for Social Media
- AdSense Overview
- Facebook Marketing
- Instagram Marketing
- Twitter Marketing
- Instagram Marketing
- LinkedIn
- Pinterest

## **Chapter 28**

- Facebook Marketing
- Facebook advertising
- Sponsored posts



- Sponsored events
- Sponsored like
- Custom Tabs
- Hash tags
- Facebook Insights

## **Chapter 29**

- Instagram Marketing
- Instagram budget management
- Instagram advertising
- Sponsored posts
- Sponsored stories
- Sponsored events
- Sponsored likes
- Custom Tabs, Hash tags

## **Chapter 30**

- Twitter Marketing
- Determine Your Campaign Budget
- Twitter for Business
- Twitter Ads campaigns
- Promote Tweets
- Conversions
- Hash Tags

## **Chapter 31**

- LinkedIn Marketing
- Advertising on LinkedIn
- Get started with Campaign Manager
- Choose ad format
- Create ads
- Target ads
- Set your budget
- Measure and optimize your campaigns
- Analytics

## **Chapter 32**

- Pinterest Marketing
- Create a Bidding Strategy
- Optimize for Right Keywords
- Track Your Account Success
- How to create promoted pins
- Install rich Pins
- How to filling Campaign
- Accessing Pinterest Analytics
- What are Pinterest Buyable Pins

## **Chapter 33**

- Email Marketing
- Importance of E-mail marketing in Digital Marketing
- Set up Email Marketing Account
- Top Email Marketing software

## **Chapter 34**

- Elements of marketing emails
- Appropriate content to use in your email campaign
- How to implement your email marketing campaign
- How to build your email list
- Choose your email marketing provider.
- Growth Chart
- Count the success of your email campaign

## **Chapter 35**

- Online Reputation Management
- Basics of Online Reputation Management
- Introduction to Social Media
- Online Monitoring/Brand Monitoring
- How to Analysis clients Business
- Reputation Defending Techniques
- Engaging with customers
- Building Positive links
- What is Online Reputation Management?
- Why do I need ORM
- ORM Techniques

- Defense Mechanism

## **Chapter 36**

- Site Links and Double Listing
- Business Listing
- Wikipedia business page
- Create profile on other site
- Tagging
- Buying well ranking Sites
- Optimize Website for Important terms
- Defensive Ranking
- The Concept
- Online Reputation Monitoring Tools
- ORM tips and tricks
- ORM Model
- ORM Guide line sncy capping