

What is Digital Marketing and How it is affecting business?

Digital Marketing has emerged as the future of marketing as this has been speedily emerging as the current trend in the world of marketing. With the increasing usage of the Internet worldwide, there has been growing popularity of internet marketing today as we can't think of any services, business, products that do not use Digital Marketing. Say you are searching the internet to buy a new mobile than the very first

Google thing you do is to find that mobile model in Google search or go through its features in gadget review websites. The reviews help you make a price comparison and taking a decision to buy it. As soon you get satisfied with its features and benefits, you buy it from an online store or the nearest dealer. Now the question arises where Google is getting all this information?

Have you ever thought of that? It's the new age internet. But to collect and provide such an impressive amount of data all these websites have to go a long distance and have super infrastructure as well. It also means that someone is promoting and marketing their sites in Google and optimising it with the search engine and the best out of them are listed on the first page of Google.

This entire process is called SEO or Search Engine Optimization in the language of Digital Marketing. According to few leading market research firms, the Indian SEO, and Digital Marketing industry is rated to be the fastest growing sector in the country. It also states that this area is going to create a need for more than one lakhs jobs, and so it's amply clear that there is enormous demand for a well-trained Digital Marketing Professional. And for that, you need to learn SEO and Digital Marketing from a reputable training institute that offers best digital marketing course in Kolkata at an affordable cost. Exactly here comes Extensive Ideas, a premier SEO firm in Kolkata that has come up with complete training on Digital Marketing. So, let's learn more details about them here. The best digital marketing course that comes to you is a great accumulation of knowledge and skill.

Who are "WIDM" And how they are Helping Students?

WIDM stands for "What is digital marketing," it's an organization which started working under the umbrella sites of Extensive ideas about a year ago. The primary purpose of building it was to provide a more broad range of information under a straightforward and shared banner or subject of digital marketing. The domain is grown across the lines of Technology, Tourism, the Local listing of companies and content marketing. As the world of Internet marketing is growing areas reach and adequate representation of quality content is increasing.

Offering End-To-End Solution in digital marketing with Extensive Ideas WIDM is an innovative team of workers who are serving across the world starting from content marketing, search optimization, social marketing, paid promotion and campaign management to training in every relevant area of digital marketing. With the growth of digital marketing and its need across the world to improve economies and provide humanity better life, we are dedicated and working hard to bring this to reality in our way.

Building from a small place, team and funding we have seen hundreds of clients and students which have enriched us with a broad range of knowledge and adequate implementation capacity. We are implementing many complicated techniques in our upcoming projects and sharing the same experience with our clients. The majority of our work done with the collaboration of leading scientific instruments currently available in digital marketing, So, undoubtedly WIDM in every respect can be your organization of choice if you just give us an opportunity.

Our Commitment towards building a better Digital India and helping small to large enterprises has taken us to a new era of digital entrepreneurship. Where we see, many new digital entrepreneurs learn and grow us. As the work in this area has increased much more regarding quality and quantity both in last few years need of more human resources is helping many of our student's growth their firms in SEO, SMO, and digital marketing.

Why should you take Digital Marketing Training from WIDM or Extensive Ideas?

Now, this is a question of million dollars. The reason is not so easy to explain in few words. The best way to know us would be to compare with reviews of us across the web. Other than that if you can visit our office, a clear picture of our capacity can be explained to you. With Extensive Ideas as the leading brand, the company has provided service to more than 500 companies and 200 students. Online teaching on given subjects being an additional function.

What are the Challenges in Digital Marketing?

Digital Marketing brings many challenges with it. But they can be easily won. The problems spread across following secluded areas of knowledge:

- search engine optimization
- social media marketing
- pay per click marketing
- digital analysis of businesses
- competitive marketing based web placement
- content marketing
- video marketing

- knowledge of extensive uses of seo and digital marketing tools

Students find it lucrative but after joining they find it to be more difficult than what they have presumed. It's purely due to underestimation of the capacity of the knowledge they are going to learn. Now this problem can be solved if students come with proper preparation about the difficulties of digital marketing. Now after that, no long term courses are available currently in digital marketing, so growth in that area is also needed. As the country is moving towards the digitization, knowledge of digital marketing can be an asset.

Now while working in this industry, few things that come up as challenges are bringing a return on investment and holding rank in search and social media with the top placement of the web property. To solve this problem, students need to keep studying and increase knowledge to the extent that they can solve any unforeseen and unexpected issue.

What are the different areas of Digital Marketing?

- search engine optimization
- social media marketing
- pay per click marketing
- digital analysis of businesses
- competitive marketing based web placement
- content marketing
- video marketing
- Affiliate marketing
- Email Marketing
- Audio Search Optimization
- Coding Free Website Designing
- landing Page Designing
- Hosting Infrastructure Management

Who should enrol for this course?

Students to entrepreneurs, anyone can join the course. As the world is fast changing and moulding towards the usage of digital technologies and improve reach and connectivity with digital marketing techniques, learning of this science will always help every single person in any trade or business or educational area he works.

What are the Pre-requisite to joining digital marketing course?

A clear understanding of computer and internet is needed to learn and understand the science of digital marketing. No such fixed school or college degree is essential. But if you expect to work in any company, then having a graduation degree is essential, it may

be in any area. Engineers frustrated after working in different areas can also move to digital marketing and digital analysis world here they can explore much more and get far better payments as well.

Why Choose Us?

- You get the state of the art environment for learning that comes with the ultra-modern atmosphere for taking the training.
- The best faculty team selected from the Indian digital marketing industry
- Course curriculum and all the modules are as per the latest requirement in the industry
- Job assistance to every student after the successful completion of the course
- We prepare you in such a way that you can also start your own business as well as get good placement.
- Support for students even after the successful completion of the course.

Brief Highlights of Our Course

As one of the leading Digital Marketing training institutes in Kolkata, we are covering all the aspect of SEO and Digital Marketing training everything from the scratch. So here are our Digital Marketing course highlights.

- **CPanel & Hosting Management**– Here we would be teaching you all about operating hosting and CPanel account of your website efficiently. Starting from installing WordPress, uploading files to creating backups everything will be covered.
- **SEO, OFF & On Page** – Here you will be given detailed training on Search Engine Optimisation where we will be covering both Off and On Page Part. You will be learning Keyword Research, site structure optimization, link building all white-hat methods and techniques, local and mobile SEO, etc.
- **Social Media Optimization** – Learn how to promote a business or services across all leading social platforms like Facebook, Twitter, and Google+, etc. Further, you will learn how to create FB Fan Page and other social communities for better promotion.
- **PPC** – You also will be learning here all the Paid Ads or Pay Per Click advertisement from Google, Facebook, and Twitter.

Search Engine Optimization

1. What is SEO
2. What is Black Hat SEO
3. What is White Hat SEO
4. Image optimization
5. Audio Search Optimization
6. Accelerated Mobile Pages

7. Local search optimization
8. What are the differentiating point between Google, Yahoo and Bing regarding SEO
9. How to use the Disvow tool and what is its need in modern age of internet.
10. Why Google discontinued the sitelinks tool inside webmaster tools, is it due to the presence of disvow tool?

On Page SEO

1. On Page SEO Guide, what should we do?
2. On page Google ranking factors
3. Using Google Rich Snippets, how to Attract More Visitors using it?
4. How to use the Structured Data Markup tool inside Google Webmaster.
5. Start Testing Your Current Website with web site test tools
6. Build, maintain and efficiently increase participation in forums

Off Page SEO And Link Building

1. Off page SEO Guide, what should we do?
2. Off page Google ranking factors
3. What are the types of Back link's that violate Google's Guidelines
4. How your competitor is ranking higher than you, know and take action.

Local SEO

1. What is the need of local optimization and where we can do it?
2. What is Trust flow and Citation Flow? How it affects ranking and how to increase it?
3. What are the famous sites where you can have a local page and how?
4. What are the tools we can use for local SEO
5. How to promote your local page by PPC?
6. How to use schema, paid local listing and other secret techniques for local SEO?

Social Media

1. What is SMO
2. How we can make the Most from Social Media
3. Efficient use of social media network
4. What are the Social Media Marketing Software's
5. How to optimize reach by paid ads in social media
6. Source images for your website and social media
7. SEO Analysis software's and browser plugins
8. Facebook and Twitter Ads brings a positive change, how to setup them?

Pay Per Click

1. **How PPC impacts your digital marketing movements**
2. How to use Google Keyword tool
3. How to plan the PPC using google keywords tool
4. How to get keywords using keyword.io
5. **Efficient Spending on your campaign**
6. How to create an add campaign
7. How to set up and optimize the add
8. What you must do in your landing page so add gives you maximum return
9. What is quality score and why you must know it

WordPress based website designing from live server

1. How to use wordpress for your website from your server. Installation and log in.
2. Theme installation and configuration. Themeforest wordpress theme configuration.
3. Features of wordpress dashboard, post, page, appearance, plugin, settings.
4. How to install and configure plugins.
5. Which plugins you must have. Including Jetpack from wordpress.com. What is the benefit of bringing wordpress.com power to your own website.
6. How to manage user accounts and guard against user spam.
7. How to protect your WordPress site from spamming.
8. How to edit the site and place your content in place of theme generated content.
9. How to build a custom designed wordpress website in minutes with page builders.
10. How to build contact form for your site
11. How to integrate google maps in your site
12. How to embed video in your website.
13. What is the difference between a wordpress blog and wordpress website?
14. How to setup wordpress SEO features and what other features you may keep for better on page seo.
15. How to build a wordpress review website.
16. How to manage, monitor and optimize user comments.
17. How to integrate the emailer like mailchimp, awber and many others with your wordpress site.
18. How just feed subscription can send your wordpress content to the site subscribers.
19. How to increase the number of subscribers for your website
20. How to build wordpress landing page

Case Study : 1 : We will try to understand Digital Marketing With One of Our Project

When we started working on our website **seo course in kolkata** the major hurdle for us was to achieve ranking. And increase traffic to the site. So, to starting with we planned few things one after one and executed. What are the challenges we faced and how we

stayed on top of the search engine for months will all give you an idea how it can be done very easily if you have proper planning and freedom to work on your own pace.

The steps we followed :

1. Design a website that serves to our need : We initially started with multiple web properties. As we had multiple web properties and Google was also not so strict about the similarities of the website we carried on with single design for all our website. As the all the sites were some what relating to the same subject we were carrying a risk on our head. And ultimately we faced it. One day i saw my website standing at 20th page from top rank.
2. We built our content to reach to the target with care and passion : As we always loved the content part and has been one of our forte to explore, it was made with due respect and care. So, content and strength of the domain name (which later bounced back due to EMD) took us to the top position. And we could even keep it for years. But with growing changes in google's filtering and rise of new updates ultimately hit us with same design for PBN update as well.
3. Now with lost rank and top position we started changing the design of all our website and a complete removal all backlinks from all the domains through the disvow tool of google. As the backlinks were removed and all groups sites designs made different. And even content changed to its best standard possible the change started happening in one and half months time.
4. We could see site recovering and it came back to the first pages as usual. With this huge change although it forced to work a lot more but gave us a clear understanding and foundation of knowledge of what should be done and what should not be. And they are :
5. You must never keep same design for all your domains, even if you keep same design do maintain separate images and keep some highlight-able feature which is different in every property.
6. We started focusing on marketing less and branding more. By doing this we started building off site properties such as quora, linkedin, medium, facebook etc. Where you get a scope to discover your skill of building content and reach out to others for better networking.
7. Starting a compulsory blog and updating them regularly with new and fresh content became our top priority. Which we till then never followed as a primary activity.
8. As we can not change the domain names which by now got attached with our brand identity, the only thing we could do is build more reason for our users to be happy with regular input of content in video, audio, and infograhics. We built sites which are independent and identifiable in every aspect of them.
9. The one major thing that we did is removing internal connections from all of your own group sites. The group sites which had internal linking were giving an indication to google of a hidden PBN structure as all of them were hosted under one single ip and name server.
10. We started contributing more and more backlinks or connections to other sites and top web properties like wikipedia. This we did for referencing on the top and primary subjects

detail understanding. This increased our reliability as a good provider of knowledge and information.