

Digital Marketing Training

Introduction of Digital Marketing + Introduction of PPC & SEO

Difference between Digital Marketing & Internet Marketing
Introduction to Conventional Marketing
Comparison between Conventional Marketing / Internet Marketing
Process of Marketing
Process of Digital Marketing

Part (I) Google Adwords (PPC) planning and strategy Part (II) Advance Complete Course Google Adwords

- Paid Search Results (Inorganic)
- Overview on Google Adwords and PPC (Pay-per-Click)
- Overview on Bing & Yahoo (Microsoft Ad center)
- Setting-up Google Adwords Account
- Understanding adwords account structure
 - Campaigns, Adgroups, Ads, Keyword planner, etc
 - Types of advertising – Search & Display
 - Shopping & Video
 - Difference Between search & Display campaign

SEO (Search Engine Optimization) planning and strategy

- What is SEO?
- What is SERP?
- Traffic and it's types
- All about keywords
- Keyword Research & Analysis
- Google tool for Keyword Planning
- Google Operator

On Page Optimization

- Keyword Optimization
- Content Optimization and planning
- Title Tags
- Meta Description Tags
- Meta Keyword Tags
- Hyper Text Optimization

- Image Tag Optimization
- Internal Linking
- H1, H2 Optimization
- Canonical Tag
- Robots.txt creation
- W3C Validation

Off page Optimization

- All about Domain Authority
- All about Page Rank
- Backlinks and link building
- White Hat and Black Hat Practices
- Link building strategies Directory Submissions
- Local Search Engine Submissions
- One Way Links from Directory Submission
- Blog Submission(URL)
- Article Submission
- Press Release Submission
- Social Bookmarking
- RSS Feed Submission
- Video Submissions
- Social Media Accounts

Google Analytics

- Introduction to Google analytics
- How Google analytics works?
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference, between exit rate & bounce rate

- How to reduce bounce rate?
- How to set up funnels in goals?
- Importance of funnels
- How to integrate adwords and analytics account?
- Benefits of Integrating adwords& analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging?
- How to set up link tagging?
- Understanding filters & segments
- How to set up filters & segments?
- How to view customized report?
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

Content Marketing and Curation

- What is Content Marketing?
- Role & Objective of content internet marketing
- Writing a compelling content
- Method of Keyword Research to write relevant content
- Content Marketing Process
- Writing headlines that draw attention
- Trade secrets for content delivery
- Templates to create Content
- Issues in Content Marketing and dealing with them
- Optimization of Content for search engines
- Generating traffic, engagement & sales through the power of content
- Case studies of content marketing
- Content Curation & Info graphics

SMO (Social Media Optimization) Facebook, Twitter, LinkedIn, GooglePlus, Redditt, Flicker, Pintrest, Tumbler, StumbleUpon

- Social Media Overview
- Social Media Environment
- Major Types of Social Media
- User classification of Social Media
- Social Media Statistics
- Marketing on social networking websites Facebook, Twitter and LinkedIn
- Viral marketing and its Importance

Email Marketing planning and strategy

- What is email marketing?
- About SMTP and mail servers
- Understanding, Mail IPs, Reverse DNS checks
- How email travels from one terminal to another?
- Types of email marketing Opt-in & mass mailing
- What Is opt-In email marketing?
- All about Email marketing tools like MailChimp, Constant Contact, Aweber, etc.
- Setting up lists & web forms
- Creating an email broadcast
- What are auto responders?
- Methods of mass/bulk emailing
- Best practices to send bulk emails
- Tricks for effective mail delivery in inbox rather than Spam/Junk folder
- Improving ROI with NB testing
- Challenges in sending bulk emails
- Dealing with issues and challenges in mail marketing

Lead Generation Methodology

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise- Creating a landing page
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing?
- Selecting landing pages after A/B testing
- Converting leads into sales Creating lead nurturing strategy
- Understanding lead tunnel
- Steps in Leads nurturing

E-commerce Marketing

- What is E-commerce?
- Ecommerce market overview of India
- Significance of ecommerce marketing strategy
- Strategizing an ecommerce project
- How to apply strategic approach to different business verticals
- Special techniques to SEO of an e commerce website
- Top performing ecommerce websites around the world

Mobile Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of mobile marketing
- Key industry terminology
- SMS marketing

Applicant's Live Projects and Case Studies

- Get a live project to work on
- Clear doubts and get support from our professionals
- Take Institute and Google certification tests