What This Is Digital Marketing

Digital marketing is the key to success in the current modern era of digital marketing. Marketing brands, items, and services on the internet and through mobile programs are rapidly increasing. To be a digital marketer, you have to start with proper knowledge and training. And internet marketing that we see today is only the tip of the iceberg. Entrepreneurs need to search and plan hard to uncover the most meaningful methods required to build a business.

Internet marketing is a term that's been around for quite some time but has not defined correctly, encompassing such things as banner ad campaigns. So Search engine optimization and ppc are too small definition to define entirely digital marketing. How about email, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text texting, There are many things that we can bring in it..

For building a proper Digital Strategy, professionals uses the case studies, guidelines, and tools for analyzing competitor websites and social networking success. Our Free Training Participants will become familiar with marketing goals. White hat and Black hat SEO practices. On and Off page factors. And many other important aspects of optimizing data on the web. For example customer acquisition and loyalty, brand building, market entry, customer insight, and product innovation using UI/UX designing to increase customer interaction.

While building digital promotional strategy professionals uses different methods to understand the need and accordingly develop a custom plan, around key business objectives they define. It relies on a proper framework developed while dealing with companies from a multitude of B2B and B2C industries. Participants of training program work by themselves in building unique marketing challenges, and the real-world business designated by the instructor.

Why It's Useful

As far as we know Digital marketing objectives are methods to make certain you're found online is by having an enhanced search presence.. Most internet marketing techniques and campaigns have to follow five goals.

1. **Reaching the best audience**
2. **To interact together with your audience**
3. **To motivate your audience to do something**
4. **Investigating efficiently in your campaign?**
5. **Focus on ROI (Return on investment)**

Digital Marketing also include Social media marketing (SMM)?

Yes, Social media marketing is a vehicle that amplifies social behavior and enhances social presence. The medium is an instrument of communication, just like a newspaper or perhaps a radio so social networking will stay as a social instrument of communication. Thus making it an excellent tool for digital marketers to increase interaction and build the reputation.

Now coming to the term what is Search engine optimization?

Search engine optimization defined as the procedure for generating traffic from "free," "organic," "editorial" or "natural" entries on search engines like google, bing, and yahoo. All the main search engines like Google, for example, have such results. Where web pages along with other content for example videos or local entries are shown and rated according to exactly what the search engine views most highly relevant to customers. In the process of search optimization, Payment isn't involved because its related to PPC (Pay Per Click).

Now coming to the Overview of What is ppc (PPC)?

Pay per click (PPC) is a kind of paid online advertising that utilizes an array of websites, including search engines like Google. In which the marketer only pays if your web user clicks the ad or search engine generates views for a specified number of times. Therefore, the title, ppc defines Marketers who place bids on the main phrases that they think their audience would click or search. A few of the internet marketing trends for 2015 include a rise in overall internet marketing budgets, a more efficient email marketing plan and active social promotion plan.

Affiliate Marketing is a growing sector where many companies and individuals are focusing and earning a healthy income online, how you can join this industry :

Affiliate Marketing is when one sells products and services that belong to someone else and get paid for that in the form of commission. It is not necessary that one will get commission only for selling products or

services; affiliate marketer can get paid for per click basis or sale or lead as per the policy. It is one of the essential marketing tools for all kinds of online business.

Why One Should Learn Affiliate Marketing?

Pocket- Friendly: It is cheap as one need not bother about the production cost. The seller itself bears the production cost. Moreover, there is no need for hiring employees to get the work done, nor it is required to have your office to get the work done.

Global Approach: Online marketing enables one to reach out to people across the world.

Storage and Shipping Issues: The seller himself handles all, from the storing of items to buying and shipping process and thus, the affiliate marketer need not worry about all these.

No Support and Complaints: Providing customer support and dealing with customer grievance are done by the seller.

Flow of Income: No fixed income. The more one is tactful in marketing, the more he/she will earn.

Work with Comfort: There is no need for an affiliate marketer to go out for his work. He can work from his home comfortably.

How One Can Earn Money with Affiliate Marketing?

Choose limited products: Choose limited products that are in sync with your website. If you select too many products, you will fail to promote any of them. Quality based approach is essential, rather quantity based.

Make use of more traffic sources: Don't just limit the promotion to your website. A part of promoting the products and services on your site. Tap other traffic sources and broaden the scope of the development. The chance of earning money increases the more you can redirect the targeted traffic to the actual sales page. One can make use of Google Adwords to redirect traffic to the sales page.

Track the progress: Using various promotional strategies is a beautiful idea as you can realize what is working out and what is failing to do the expected results. Measure the performance of each affiliate campaign. Further actions will depend on the performance of the drive. Placing the banner ads in various positions of your website is necessary. At times, little changes in strategies can yield dramatically positive results.

Proper Research of Products: Try to know the product you are promoting is in demand or not. Less demanding products will never have many buyers, no matter how much you make use of your marketing skills to promote the same. Online surveys can be done to get visitor's input.

Stay Up-to-Date: As affiliate marketing is a competitive area, one needs to be updated with the latest trends and techniques. If you cannot get updated, you will always stay at the back in the rat-race.

Choosing The Right Merchant: Well, you must know that when you are promoting some products or services, you are also marketing the seller or service provider. Thus, be brave while choosing the merchant. You should try that the visitors purchasing products based on the advertisements on your page should be happy with the purchase. That enhances your credibility. If your web visitors became unsatisfied, then they will not visit your page in the future.

What is the Digital Marketing Course Structure

SEO Course Modules Details

1st Module - Basic Introduction to SEO

• Basic Concepts of SEO
• Details about search engines, search crawlers, and search engine bot
• How how search engines used to work
• What is On Page and Off Page SEO
• What are ethical White hat SEO and unethical Black Hat SEO
• Detail understanding of SERPs Search Engine Result Page

#2nd Module - Semantic Errors, Validation Along With Basic HTML

• Basic HTML concepts and structure for SEO
• Learn about various HTML Tags, elements etc.
• Validating & Optimizing HTML.
• W3C Validation
• Learning semantic and HTML structure errors

3rd Module - Keyword Research & Analysis For SEO

• Significance of keywords in SEO
• The importance of having long tail keywords
• How to do keyword analysis manually in a professional way
• Learn about Google keyword density and over optimization guidelines
• What are keyword stuffing and effects of Black hat SEO on sites

4th Module - Training on On Page SEO

• Title Optimization Of a Page
• Meta Description and Optimization
• Meta Author, Robots Optimization
• Search Engine Optimized Content Writing and Optimization
• Keyword placement techniques on content and sites

- Learn about link structure optimization of a website
- URL optimization that is SEO friendly
- Anchor Text Optimization & Link Title
- Inner and Outbound link optimization
- SEO image optimization
- SEO friendly website structure and optimization of site's layouts
- How to optimize the Footer of a website
- Finally, learn about various unethical OnPage SEO practices and the way to fix and avoid them

5th Module - Rich Snippet Markup - Structured Data Training

- Learn about Rich Snippets Markup structured Data
- How you can boost your SEO with this Structured Data in a successful way
- Concepts of Schema & its basic understanding
- Advanced & Nested Schema
- How to test & analyze Schema successfully

6th Module- Google Webmaster, Google Analytics & Bing Webmaster Training

- What is Google Webmaster
- Learn how to integrate Google Webmaster with a self-hosted website or blog.
- Detail understanding of Google Webmaster
- Microsoft Bing Webmaster Integration & complete understanding
- What is Google Analytics
- Facts About Bing Webmaster and how to integrate Bing Webmaster to your site
- How to activate Google Analytics on your blog or site
- Different Report creation From Google Analytics

7th Module- Concepts of blogging in SEO

- Notions of blogging and its structure
- Way to set up a professional blog
- Learn how to optimize a blog for SEO
- Integrating blog with a website
- Blogging for SEO

8th Module- Competition Analysis

- Significance of Competitor's Backlink Analysis
- Learn how to start analyzing inbound links
- Learn about free SEO tools for the backlink analysis
- Way to use MOZ open site explorer for generating backlink report
- Learn all the manual SEO techniques for backlink research of competitors websites
- Details about Google Operator Search

9th Module- Off Page Optimization

• Concepts of backlinks
• Significance of Inbound links for SEO
• Learn about ethical and unethical linking
• What are various kinds of backlinks
• Concepts of Do follow and No follow backlinks
• Way to get Do follow backlinks from leading Authority sites
• How to submit website on various search engines effectively
• What is Page Rank and how you can increase Page Rank of your website through quality backlink
• Significance of Edu Backlinks, GOV and ORG site's backlinks
• Learn about DMOZ & DMOZ submissions
• SEO Content writing and article submissions
• Social Bookmarking
• Directory Submission
• Blog posting on high-authority blog sites
• Learn how to High PR blog commenting
• Integration of Alexa and ranking
• Classified submission & creating backlinks from high PR classified sites
• Learn about Web 2.0 submissions and how to get quality backlinks from it
• Learn about YouTube Optimization and how to get valuable inbound links from several leading video submission sites
• Learn how to fetch inbound links from Q&A sites
• Learn how to optimize anchor text
• How to do better link building through leading social bookmarking sites.

10th Module - Local SEO

• Concepts of local SEO
• Google local listing
• Bing local listing
• Concepts of Citation and Nap
• Know about Foursquare, Yelp, Hotfrog, and all other business listings
• How to create business reviews on Google Places and on several other leading business directories in an efficient way

11th Module - Advanced Technical SEO Training

• Learn about web structure optimization
• Concepts of minimizing HTTP calls
• Significance of mobile friendly web designs for SEO
• Learn how to write SEO friendly, responsive URL rewriting techniques
• Learn how to analysis 404 broken link analysis

• Learn about custom 403, 404-page creation techniques
• How to create RSS files and Robot.Txt
• Learn how to do inbound link quality analysis

12th Module- Training On Website Recovery

• Learn how to do a complete analysis of a website
• Site audit by using various tools for SEO
• How to conduct website recovery from Google Panda and Penguin updates more effectively
• Learn how to recover any site from the Google Hummingbird update
• Also, learn how to improve sites from Google Pigeon updates
• Get full knowledge regarding various Google algorithm updates

SMO Course Modules

Module 1 - Optimizing Websites For Social Media Sites

• Overall ideas for social media marketing
• Learn how to make a fast loading site for better website performance
• Learn to target different keywords for each page of your site
• Learn in creating a responsive website designing for all mobile users
• Learn how to set powerful call to action on all pages
• Facebook Graph search concepts and overall idea on Google+ Author/Publisher & Twitter Card On Page Optimization
• Facts About all 3rd party tools for seamless integration of social buttons

Module 2 - How To Optimize Google +

• Overall concepts of Google+ Structures
• Facts on Google + Do's and Dont's
• Setting up a profile on Google+
• Create a Google + community
• Google+1, share comments, etc.
• Learn about Google+ Hash Tags (#)
• Google + local listings
• Google + For SEO
• Learn About Google+ Authorship and Publisher markup

Module 3 – Optimization of Facebook

• Fundamental Concepts of Facebook Optimization
• What is the difference between a Facebook Page and Personal Profile and Groups
• Learn About Facebook Graph Search and its Implementation for OnPage
• How to grow your Facebook Page Engagement from likes, sharing, commenting, etc.
• Learn how to create a Facebook Business Fanpage
• Learn how to update your page
• How to scale your Facebook page through likes and sharing
• Learn about building Facebook Page Audience
• Posting Guidelines on Facebook Pages For yields better business returns
• How to utilize Facebook Group in targeting your customers
• Facebook Events creation
• Learn how to build Facebook PPC campaigns
• Create Sucessful Facebook Paid Ads

Module 4 – Twitter Optimization

• Detail understanding of Twitter

Why to choose Digital Marketing as a Career described in two parts of Search Engine Optimization and Social Media Optimization below.

Why you need SEO Training?

• **You will learn and understand many basics of the web based technologies leading to the internet world that we see today.**

• **Our course is designed by industry veterans and are based on the latest happenings and trends in the SEO industry as per the most recent algorithm updates from Google.**

• **Get updated training materials all based on latest SEO techniques and tricks that will help you to learn the SEO in a much better way.**

• **Post Training job assistance from our team that helps you to find your dream job in the Indian SEO industry.**

• **We have planned our course in such a way so that you can join any leading SEO firm as an SEO professional as well as you can start working as an SEO freelancer from your home office. Thus, you can start both your online SEO business and is also getting a good job in the SEO sector.**

• **We are providing an ample opportunity to work on real life SEO projects that we are doing right now for our clients. Thus, in this manner you will get a feel of working in a professional environment and will gradually gain a working experience.**

• **We will also provide you training on job interviews, so that when you will be applying for jobs then you can easily crack the interview.**

Why you need Social Media Optimization Training

• **In Kolkata also companies have started focusing on social media marketing where they are coming up with their business profiles and pages on social media sites like Facebook, Twitter, Google+ LinkedIn Etc for marketing their services.**

• **All this has increased the demand for a well-trained Social media marketing professionals to meet the growing industry needs in the local job market.**

• **As for promoting their services on all social media sites the companies need to experience SMO experts who can drive sales and leads from all the leading social media platforms for these businesses.**

• **Indian Internet Marketing industry has an enormous gap of well-trained SMo professionals who can fetch valuable sells and better business ROI from all leading social platforms for a company.**

• **Thus, in this regard internet marketing companies are also focusing on hiring SMO freelancers for outsourcing their SMO (Social Media Optimization) projects. As they can get, the work done without requiring them to hire any permanent SMO professionals so as to avoid a lump sum salary.**

• **You are getting state of the art learning environment**

• **Training provided by all top Social Media Marketing professionals drawn from the industry**

• **Get the top-class training in social media at an affordable price**

• **Get exclusive training materials on social media optimization all with the course curriculum with free of cost as soon as your enrollment**

• **All Social Media modules come packed with the training for better understanding of our students who are learning the course**

• **Job training and assistance for each student after successful completion of the course**

Motto of the Course :

Increase employability of the graduating technical or non-technical students : It will make the students more efficient in handling web technologies. This will help them in working complex and tough working environment of different job requirements of IT or ITeS Sector.

Digital Marketing has a huge job generation capacity so tapping that is important :
Tapping the huge unemployed youth and getting them involved in many redundant manpower dependent functions is important and beneficial. Digital Marketing although a technical and Computer dependent work but employs many human's to render the functions.

Although across different sectors that work with the IT or Computer technology is trying to reduce on usage of computer and manpower by auto generated functions here the story is different. Here more and more such technologies are being built everyday which is working on reducing automation and increasing human involvement. That is to reduce massive spam based search engine and social media ranking of different website's leading to manipulated and fake representation of data. This proves more and more need of people in this industry. A good writer or a good social media post creator will have a good career in this industry. Leaving alone many other type of job's he might be assigned in the job.