



ADVANCE DIGITAL MARKETING 3 MONTHS

Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

Search Engine Optimization

- What is SEO?
- What are search engines and their functions ?
- Understanding traffic , keywords etc .
- On page optimization
- Site Analysis
- Keyword Research With Google Keyword Planner
- Keyword Planning
- Domain
- URL Structure
- Title Tag
- Meta Tag
- Google Analytics (Code Generation)
- Canonical Tag
- H1 Tag
- Image Optimization (Alt Tag)
- Anchor Tag
- Content Optimization
- Sitemap Creation & Submission (html and xml)
- Robots.txt
- Custom 404
- 301 Redirect
- .htaccess

Off page optimization

- What is Off page SEO?
- Why Off page is Important
- What are Backlinks?

- Backlinks Creation Methods
- Difference Between Do Follow and No Follow Backlinks
- What is Google Page Rank
- How to Increase Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submission
- Comment Blogging
- Classifieds Posting
- Forum Posting
- Link Exchange (One way, two way and three way)
- Search Engine Submissions

Google Web Master Tool (Search Console)

Others SEO Tools

PPC Advertising (Google Ads & Express)

- Understanding in organic search results
 - Introduction to Google ads & PPC advertising
 - Overview of Microsoft Adcenter (Bing & Yahoo)
 - Setting up Google ads account
 - Understanding ads account structure
 - Campaigns, Adgroups, Ads, Keywords, etc.
 - Types of Advertising campaigns-Search, Display, Video
 - Difference between search & display campaign
 - How does ads rank ads
 - Understanding ads algorithm (adrank) in detail with examples
 - What is quality score
 - Why quality score is important What is CTR?
 - Why CTR is important Understanding bids
 - Advanced level bid strategies
 - Enhanced CPC
 - What are flexible bidding strategies
 - Understanding ad-extensions
 - Types of ad-extensions
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- Adding ad-extensions in our Campaign
 - Creating adgroups
 - Finding relevant adgroups options using tool
 - Creating adgroups using tool
 - Understanding keywords
 - Finding relevant keywords
 - Adding keywords in ad-group using keyword planner tool

- Understanding types of keywords Broad, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
 - Creating ads

Understanding ad metrics Display & destination URL

How to write a compelling ad copy

Best & worst examples of ads Creating ads

Tracking Performance/Conversion

What is conversion tracking Why is it important

How to set up conversion tracking

Adding tracking code in your website

Checking conversion stats

Optimizing Search Campaigns

Remarketing

Social Media Marketing

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

Facebook And Instagram Marketing

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising

- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using a power editor tool for adv.
- **Facebook Creator Studio**
- **Facebook Ad Breaks**
- **Facebook Instant Article**

LinkedIn Marketing

- What is LinkedIn

- Understanding LinkedIn
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding LinkedIn Groups (Manage LinkedIn groups)
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & its best Practices
- Increase ROI from LinkedIn ads
- LinkedIn Publishing
- Company Pages

Twitter Advertising

- Understanding twitter
- Tools to listen & measure influence on Twitter: Tweetdeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
 - Creating Campaigns

Types of Ads

Tools of twitter Marketing

Quora Marketing

Video Marketing

- Understanding Video Campaigns
 - Creating 1st Video campaign
 - Importance of Video marketing
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- Benefits of Video marketing
 - Using you tube for Business
 - Developing you tube video for Marketing strategy
 - Get traffic through you tube channel/video to your website
 - Create video adgroup
 - Targeting options
 - YouTube Monetization
 - How to Increase Youtube (Views, Subscriber Etc.)

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
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversion 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 setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customised reports
- Monitoring traffic sources
- Monitoring traffic behaviour
- Taking corrective actions if required
- **GOOGLE ANALYTICS CERTIFICATION**

Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile marketing
- **Email Marketing**
 - Database Collection of Email Ids
 - Service provider (Mailchimp, Sendgrid)
 - Mail Templates

SMS marketing

Whatsapp Marketing

Online Reputation Management (ORM)

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation

- Best examples of online reputation management

AdSense & Blogging

- What is AdSense
- How to get approved for AdSense
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface Placing ads on your blog
- Creating blogs with our Free theme
- What is Blogging
- How to Blog
- What is Wordpress and How to Create with Wordpress
- Wordpress Themes and Plugins

Affiliates

- What is Affiliates
- How to join and Earn with Affiliates
- Top Indian and Worldwide Bloggers
- How to Earn Money with Blogging

Ecommerce Marketing

- What is Ecommerce
- Top Ecommerce Website around the world
- Ecommerce scenario in India
- How to do SEO of an Ecommerce website
- Why you need a solid Ecommerce marketing strategy
- Formulating right Ecommerce marketing strategy
- Ecommerce business
- Case studies on Ecommerce website
- Opencart

How To Grab Freelancing Projects?

Certifications

- Google Ads Fundamental
- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google Ads Shopping
- Google Ads Mobile
- Google Analytics
- Assessment Certification
- Techstack Certificates
- Hotspot

Internship