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## Advanced Live- Project Digital Marketing Course

### **COURSE CURRICULUM**

Our motive is to make the people aware of each Digital Marketing terms as a whole. The concept is not based on the classroom or theoretical training, Practical aspects are highlighted with the help of Live projects. Have a detailed overview of the course modules which we are covering under the complete Digital Marketing Course Curriculum:-

#### **Overview of Digital Marketing**

- Definition of Digital Marketing
- Its Importance in Individual and Business Life
- How Digital Marketing Works
- Preface to Digital Marketing
- Various tools of Digital Marketing such as SEO, SMO, PPC, ORM, Wordpress Website Designing, Blogging, Adsense and much more.
- Various Search Engines and how do they work
- Basic understanding of the email marketing
- Importance of Mobile Marketing
- Directories Vs Search Engines
- What is Visibility, Its Types and how do we increase it
- What is Engagement & Its Importance
- Inbound Vs Outbound Digital Marketing
- Types of Conversion & Its Process
- Targeted Traffic and Converting it to leads
- Retention, Its Types and Importance
- Performance Evaluation, Its Importance



## **Wordpress Website Planning & Designing:-**

- What is Website?
- What is Domain?
- What is Hosting or server?
- How to host the website on Server?
- How to host the domain on Sever?
- What is Wordpress Website and language used?
- How to install the Wordpress Theme?
- Various plugins and Its uses
- How to Install the Plugins and how to activate?
- How to design a basic website
- Knowledge about various platforms - HTML, Java, PhP, Wordpress
- Types and Difference of Website- Static & Dynamic
- Learn how to install theme, plugins, and design a website
- how to put the contents and how to insert the images
- How to customise the Website through WPAdmin & CPanel.
- Difference between Post & Page

## **Search Engine Optimization/SEO**

- What is SEO?
- Importance of SEO or Search Engine Optimization.
- Techniques of SEO- On Page SEO & Off page SEO
- Types of SEO- White hat, Grey hat & Black hat SEO
- Types of Keywords
- How to identify the right keywords with right tools
- Plan the keywords and target the right landing page
- Difference between the keywords Density & Keywords Stuffing
- Understanding of latent Semantic Indexing
- Right format of url Structuring



- Various On page techniques such as Title, Description, Meta tags, & implementing the priority keywords thereof
- Optimising the Images or Alt txt
- Difference between the Alt txt and Title tag of the image
- Optimization of Tabs or Anchor Txt
- Content Optimization & Strategy for website & Link building
- Robots.Txt & its integration
- Sitemap Creation and uploading on the Website
- Various Off page strategies to create backlinks such as Directory Submission, Social bookmarking, Business Listings, Guest posting, Forum Discussion, Blog Commenting, Search Engine Submissions.
- Contents based Offline marketing such as Articles Submission, press release Submission, Web 2.0.
- Videos, Images, Infographics, PPT/ PDF & Document Submission
- Backlinks, Link Building & Its Types
- Alexa Integration
- Page Speed Insights & Improvements
- Do's & Don'ts in Link Building
- How to Learn how to rank a website over search engine to boost the traffic and results
- Difference between Hyperlinks, Internal Links and External links
- What is Page Authority & Domain Authority & its importance
- RSS feeds
- What is Domain Authority & how to increase it.
- What is page Authority & How to increase it
- Using H card, Citation, Various tools for SEO
- Preparing SEO Reports
- Measuring the Results
- Taking Initiative & planning to improve the SEO Performance



### Google Tools:-

- What is Google and its history
- What is penguin and Panda
- What is hummingbird Google Algorithm & how it works
- How to create Google My Business page
- Creating Google Local Listing and getting approval
- How to promote the business locally.
- What is Google webmaster
- Integration of Google Webmaster and Finding out the Web Errors
- What is Google Analytics & Its Structure
- Integration of Google Analytics
- how to measure the web traffic for the website ranking improvement.
- Generating reports related to click, impression, bounce rate, demographics, resources, locations etc
- Setting up Goals, Conversion, & Metrics
- Integrating Google Analytics with Google AdWords
- Planning the Digital Marketing Strategies after evaluating the Reports received through Google Analytics & Google Webmaster.

### PPC or Google AdWords:

- What is PPC or Google Adwords
- Importance & Role of PPC
- Creating & Setting up Google Adwords Account
- Types of Google Ads- Search Ads, Display Ads, Video Ads, Shopping Ads & App Ads
- Understanding the various terms of Google Adwords Structure such as Keywords, campaign, Ad Groups & Ads & Optimization thereof
- Manual Bids & Automatic Bids
- Creating Various ads - search ads, video ads, display ads, etc



- Re-marketing & Repositioning
- Measuring ROI and generating reports.
- Understanding Quality Score, Its Importance & Increasing QS
- CTR, Its Role & how to increase it
- Understanding Various Aspects of Paid Advertising such as Bidding (Auto, Manual, Enhanced CPC), Types of Search campaigns (Standard, All features, Dynamic & product Listing), Google Merchant Centre (MCC), Location Targeting, Ad schedule, Placements, CPA, Negative Keywords, Keyword Planner tools, Display Planner, Display Url & Landing Url,
- Understanding Ads Extension, Types and Usages
- Flexible Bidding Strategies, Pros & Cons thereof
- Conversion Tracking and Setting Up Conversion Tracking Code to check of the conversion stats.

### **Social Media Optimization & Marketing**

- What is Social Media Optimization & Its Importance
- What is Social Media Marketing & Its Importance
- Difference between the organic Reaches & Paid campaigns
- Various Social Media Sites such as Google+, Facebook, LinkedIn, twitter, Instagram, Pinterest, Stumble Upon etc.
- Understanding Facebook Marketing
- Difference between Profile and Company Page
- Creating Posts, connecting with the website, joining various groups, using relevant hash tags, commenting on Facebook posts and increasing organic Reaches
- Running Paid Campaigns to generate reaches, website traffic, customer contacts, calls etc by targeting relevant audience
- What is Twitter, How it Works & How to create a company page, increasing likes and followers.
- What is Google+, Creating and sharing posts



- What is LinkedIn, Creating Company Page, Marketing on LinkedIn Groups, Paid Advertising and Increasing ROI through display & Text Ads
- Video Marketing, Various Video sites Advertising
- What is Youtube and its role in SEO & SMO, Creating Ad groups
- What is Instagram & promoting the page
- Enhancing overall Branding

### **E-Commerce Marketing**

- What is E-Commerce Marketing & Its Importance
- Difference between E-Commerce Software & Shopping Cart Software
- Payment Gateways, Merchant Accounts & Logistics
- Using SEO, SMO, PPC for E-commerce portal Promotion.
- Adding products & categories
- Optimising the Products & categories
- Blog Integrating
- measuring Target audience and promoting the business accordingly.

### **Content Marketing:-**

- What is Content
- Importance of Contents
- Content Strategy with SEO point of View
- Content Strategy with SMO point of View
- Writing & understanding the various tactics such as Articles, Blogs & Press news
- Keywords Guidelines
- Understanding Content Marketing, Its Roles & Objectives

### **Blogging/ Google AdSense:-**

- What is Blogging



- What is Google AdSense and how to get it approved
- Choice of Blogging Portal and themes
- Installing Plugins
- Integration of Social networking Sites for sharing & commenting
- Integration of Commenting Tools such as Disqus
- Image Optimization
- Post Optimization
- Interlink, hyperlinks etc
- Gathering traffic through various paid & organic Resources
- Applying Google AdSense, putting the codes and setting billing information
- Grabbing Freelancing projects

### **Affiliate Marketing**

- What is Affiliate Marketing
- Various Affiliate marketing portals
- How to join the affiliates
- How to earn money through commission based on affiliate marketing
- Creating relevant contents and linking with the affiliating websites
- Getting approval from the products portal.

### **Email Marketing**

- What is Email marketing
- How to design a Email campaign
- Knowing how to run the email campaign through paid software.
- Increase the reaches through instant inbox guaranteed mailing services

### **Mobile Marketing:-**

- Understanding Mobile Devices



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- What is Mobile marketing
  - What is AMP
  - How to create mobile based campaigns
  - Gathering Data
  - Promoting over the mobile devices
  - What is Inbound Marketing
  - How to increase the sales while using various online marketing resources.

### **ORM or Online Reputation Management**

- What is ORM & Its Importance
- Types of ORM or Online Reputation Management
- Understanding Proactive ORM & Its Strategies
- Understanding Reactive ORM & Its Strategies
- Creating Reviews & feedbacks
- Avoiding drawbacks
- Content Marketing based on Quora

### **Grabbing freelancing & Home based projects through using various Online Platforms**

#### **Practical session with Live Projects**

#### **Career Counselling & Interview Arrangements**