



Creating Digital World for Digital Tomorrow



We help you  
**become** a  
**DIGITAL**  
**MARKETER**

Looking for the Practical Implementation and Live projects based Digital Marketing (Google and Facebook Promotion) Training to offer the best of the career performance!

[Join DM Guru Now!](#)





## DIRECTOR'S MESSAGE

DM Guru is one of the youngest and most promising digital marketing institutes in town because of the continuous efforts of our esteemed faculty and dedicated students we were able to take rapid strides on the path of continuous success, innovation and growth.

We are committed for nurturing the leaders and entrepreneurs who will be responsible for empowering the nation. Our underlying priority is to teach our students responsibility, commitment and dedication as a marketers to have a socially responsible impact and to give them an understanding of how difficult and challenging this domain can be, we are consciously crafting and cultivating a culture that values collegiality and accessibility, with open doors at all levels, we will continue to grow and scale up our institute over the next decade to build an institute of high repute.

**Shilpi Gupta**  
Founder, DM Guru



# ABOUT US

Our Digital Marketing Advanced Program is designed to transform you into a digital marketing powerhouse who has an in-depth knowledge and expertise in each and every aspects of internet marketing. Our training course is created around a tested path of the marketing leaders. Our sole focus is to deliver a hands-on learning experience through live projects and internships opportunity. Learners are provided with the flexibility of attending the session as many times as they want to clear their doubts.



# TRAINING CURRICULUM



# WHAT WILL YOU LEARN?

Our main motive is to make the students aware about each and every little Digital Marketing terms as a whole. Our course is not based on the classroom or theoretical training but on the practical aspects which are highlighted through the help of live projects and internships.

## OVERVIEW OF DIGITAL MARKETING

- ❖ What is Digital Marketing
- ❖ Its Importance in personal and professional 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 more
- ❖ Different types of search engines and how do they work
- ❖ Basic concepts of email marketing
- ❖ Importance of mobile marketing
- ❖ Directories vs search engines
- ❖ What is visibility, what are its types and how do we increase it
- ❖ What is engagement & why it is important
- ❖ Inbound Vs outbound Digital Marketing
- ❖ Types of conversion and its process
- ❖ Targeting traffic to your website and converting it to leads
- ❖ Retention of employees, what are its types and importance
- ❖ Performance Evaluation and 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 a Wordpress theme?
- ❖ Various plugins and its uses
- ❖ How to Install plugins and activate them
- ❖ Designing a basic website
- ❖ Types of Website (Static & Dynamic) and its difference
- ❖ How to put content and images in a website
- ❖ Difference between a post and a page



# SEARCH ENGINE OPTIMIZATION/SEO

- ❖ What is SEO?
- ❖ Importance of search engine optimization.
- ❖ Techniques of On Page SEO & Off page SEO
- ❖ Types of SEO (White hat, Grey hat & Black hat SEO)
- ❖ Types of Keywords
- ❖ How to identify the correct keywords with tools
- ❖ Plan the keywords and target the right landing page
- ❖ Difference between the keywords density and keyword stuffing
- ❖ Understanding of latent semantic Indexing
- ❖ Right format of URL structure
- ❖ **On Page Techniques** such as
  - Title tags and implementing the priority keywords
  - Description tags and implementing the priority keywords
  - Heading tags and implementing the priority keywords
  - Images alt text and title tag optimization
  - Optimization of tabs or anchor Txt
  - Open Graph Optimization
  - Interlinking/Hyperlinking
  - Outbonf Links Optimization
  - Check Keyword Density



❖ **Off Page Strategies** to create backlinks such as

- social bookmarking
- business listing
- guest posting
- forum discussion
- blog commenting
- Document Submission
- PPT Submission
- PDF Submission
- Video Submission
- Mix Backlinks
- High DA Backlinks
- Nofollow Backlinks
- Dofollow Backlink
- Tier Backlinks

❖ **Technical SEO**

- SSL Security (HTTPS)
- 301/302 Redirections Uses
- Page Loading Speed Optimization Benefits
- Canonical Tag Use

**Schema**

- What is Schema
- What are the types of schema
- Benefits of schema in SEO
- How Test or Validate Schema
- Content optimization and strategy for website and link building
- Robots.txt and its integration
- Sitemap creation and uploading it on the website
- Contents-based marketing such as articles submission, press release Submission, and web 2.0.
- Do's and don'ts of link building
- How to rank a website over search engine to boost the traffic and results of the website
- Difference between hyperlinks, internal links and external links
- What is page and domain authority and why it is important
- Preparation of SEO Reports
- Measuring the results
- Improvement on SEO performance



# SOCIAL MEDIA OPTIMIZATION & MARKETING

- ❖ What is social media optimization and why is it important
- ❖ What is social media marketing and its importance
- ❖ Difference between organic reaches and paid campaigns
- ❖ Usage of social Media sites such as facebook, linkedIn, twitter, instagram, pinterest etc.
- ❖ Understanding Facebook Marketing
- ❖ Difference between personal profile and company page
- ❖ Creating post, connecting your social media channel with 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 and how can you create a company page, increase likes and followers
- ❖ What is LinkedIn how can you create company page, marketing on linkedIn groups, paid
- ❖ Advertising and increasing ROI through display & txt ads
- ❖ Video Marketing usage of various video sites advertising
- ❖ What is Youtube and how it plays a role in SEO and SMO, how to create Ad groups
- ❖ What is instagram and how can you promote the page
- ❖ Enhancing overall branding



## GOOGLE TOOLS

- ❖ What is Google and its history
- ❖ What is penguin and panda update
- ❖ What is hummingbird Google Algorithm & how it works
- ❖ Google Business Profile (Local SEO) formerly known as Google My Business Listing
  - Create & Verify Google Business Profile
  - What is Local SEO & Local Keywords
  - Promotion of the business locally
  - how to add local SEO keywords in Profile
  - Importance of NAP in Local SEO
- ❖ **What is Google webmaster/ Google Search Console**
  - How to Create Property in Google Search Console
  - Importance of Google Search Console in SEO
  - How to add sitemap in Google Search Console
  - How to Request for Page-Indexing with Google Search Console
  - Identify and Resolve Coverage Issues
  - Removal of URLs from Google Search Result Page
  - Identify Schema Issues
  - Identify Responsive & UI Issues
- ❖ **What is Google analytics / Google analytics 4 (GA4)**
  - Integration of Google analytics
  - Difference between Account, Property & View in Analytics



- Generate Reports in Google Analytics
- Track User-Behaviour
- Use of Analytics Reports enhancing SEO performance
- How to measure web traffic for website ranking and improvement
- Preparing reports related to click, impression, bounce rate, demographics, resources, locations etc
- Setting up goals, conversion, and metrics
- Planning out new strategies

#### ❖ What is Google Tag Manager

- How to Setup GTM Container & Verify Property
- How To Track Events, Click, and User through GTM
- How to Add Multiple Verification Tag through GTM



# PPC OR GOOGLE ADWORDS

- ❖ What is PPC or Google Ads formerly known as Google adwords
- ❖ Role of PPC and why it is important
- ❖ Creating & Setting up Google adwords account
- ❖ Types of Google Ads- search ads, display ads, video ads, shopping ads and app ads
- ❖ Understanding the terminologies of Google adwords structure such as keywords, campaign, Ad Groups, ads and optimization there of manual bids and automatic bids
- ❖ Creating Various type of ads such as search ads, video ads, display ads, etc
- ❖ Re-marketing and repositioning
- ❖ Measuring ROI and generating reports
- ❖ Understanding quality score, its importance and how can you enhance it
- ❖ What is CTR, its importance and how can you increase it
- ❖ Understanding 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 its types and usage
- ❖ Flexible bidding strategies
- ❖ Conversion tracking and setting up code to check of the conversion stats.



# E-COMMERCE MARKETING

- ❖ What is E-Commerce Marketing and why its importance
- ❖ Difference between E-Commerce software and shopping cart software
- ❖ Payment gateways, merchant accounts and logistics
- ❖ Using SEO, SMO and PPC for E-commerce portal promotion.
- ❖ Adding products and categories and optimizing it
- ❖ Blog Integration
- ❖ Calculating your target audience and promoting your business according to it



# CONTENT MARKETING

- ❖ What is a content
- ❖ Importance of content
- ❖ Content Strategy from an SEO point of view
- ❖ Content Strategy from an SMO point of view
- ❖ Writing and understanding the various tactics such as articles, blogs, and press news
- ❖ Keywords guidelines
- ❖ Understanding content marketing, its role, and objective



# BLOGGING/ GOOGLE ADSENSE

- ❖ What is Blogging
- ❖ What is Google adsense and how can you get it approved
- ❖ Choosing blogging portal and themes
- ❖ Installing Plugins
- ❖ Integration of social networking sites for sharing and commenting
- ❖ Integration of commenting Tools such as "Disqus"
- ❖ Image optimization
- ❖ Post optimization
- ❖ Interlink, hyperlinks etc
- ❖ Gathering traffic through various paid and organic resources
- ❖ Applying Google Adsense, putting the codes and setting billing information
- ❖ Grabbing freelancing projects



# AFFILIATE MARKETING

- ❖ What is affiliate marketing
- ❖ Various portals of affiliate marketing
- ❖ How to connect to the affiliates
- ❖ How you can earn money though commission based on affiliate marketing
- ❖ Creating relevant contents and linking it with the affiliating websites
- ❖ Getting approval from the products portal



# ORM OR ONLINE REPUTATION MANAGEMENT

- ❖ What is ORM and why it is important
- ❖ Different types of online reputation management
- ❖ Understanding proactive ORM and its strategies
- ❖ Understanding reactive ORM and its strategies
- ❖ Creating reviews and feedbacks
- ❖ Working on drawbacks
- ❖ Content marketing based on Quora and related platforms
- ❖ Managing Brand's Search Engine Result Page



## HIGHLIGHTS OF THE COURSE

- ❖ Industry-recommended learning path
- ❖ Access to 35+ live, instructor-led batches for the key course
- ❖ Exclusive access to Digital Marketing Experts
- ❖ Earn a Masters Certification on completion
- ❖ Prepares learners for 9+ certifications
- ❖ Covers 40+ digital marketing tools
- ❖ More than 250 hours of high-quality eLearning





# WHAT WE OFFER?

- ❖ Own your website
- ❖ Digital Marketing Tools Worth Rs. 60,000/- free
- ❖ Flexible batch options
- ❖ Backup classes
- ❖ Doubt sessions
- ❖ Interview Preparation
- ❖ Constant trainer's support
- ❖ Free Premium WordPress Themes & Plugins
- ❖ Live Projects
- ❖ Free Web Hosting
- ❖ 16 Industry Recognized Certifications
- ❖ 100% placement assistance

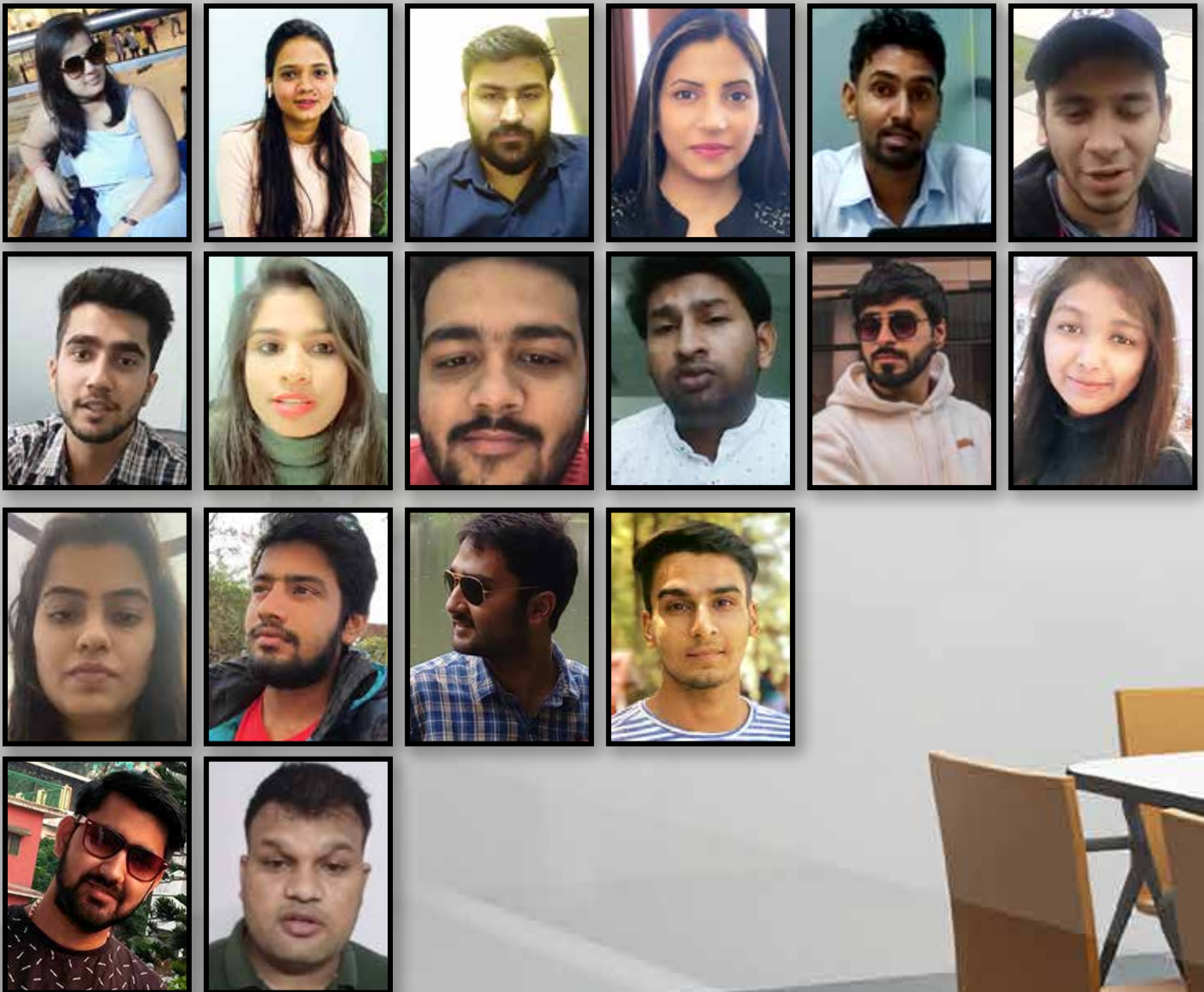








Creating Digital Content for Digital Entrepreneurs





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