

Syllabus

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Digital Marketing Techniques
- Traditional Marketing Vs Digital Marketing
- Strategies, Goals & Targets
- Audience, Geo & Channels
- Advantages of Digital Marketing
- Future of Digital Marketing

2. Business Analysis & Generating Strategies

- Business Analysis – Services & Products
- Competitors Analysis
- Keyword Analysis
- Right Audience & Place
- Right Strategy for Your Business
- Integration of Digital Marketing Channels

3. Search Engine Optimization (SEO)

- What is a Search Engine?
- How does Search Engine works?
- Popular Search Engines
- SERP – Search Engine Result page
- Basic Implementation of SEO
- Keyword Analysis
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Content Writing
- Page Mapping
- Link Optimization
- Image Optimization
- ALT Text
- Google Webmaster Tools
- Web Analytics

4. Search Engine Marketing (SEM) – Google Ads

- Overview of SEM – Google Ads
- Setting up Google Ads account
- What is a campaign
- What are ad groups
- How to create a campaign
- How to create an effective ads
- Types of Ads
- Search Ads
- Display Ads
- Shopping Ads
- Video Ads
- Universal App Ads
- Campaign Management
- How to measure ads performance
- Important Metrics
- Ad Placement
- AdWords Bidding and Budgeting
- Quality Score and its importance
- Ad formats and Ad guidelines
- Remarketing
- Performance monitoring and conversion tracking

5. Digital Analytics – Google Analytics

- Overview of Digital Analytics
- Setting up Google Analytics account
- Different Reports in GA – ABC Reports
- Important Metrics
- How to create Dashboards
- Checking Real time traffic
- Setting up goals, events and tracking conversions
- Tracking AdWords campaigns reports in Analytics
- Creating advance segmentation reports with multiple dimensions
- Tracking Ecommerce Reports
- Enabling Automatic UTM tagging
- Event tracking in Google analytics

6. Content Marketing

- Content marketing overview and strategy

- Introduction to blogs
- Setting up your own blog
- Importance of SEO in blog
- Strategy to optimize content for SEO
- Why Content is a King
- Content Gap analysis
- LSI keywords
- Content Optimization
- Buzz keywords

7. Social Media Marketing

- Overview of SMM
- Social Media Marketing Platforms
- Integrating Right SMM platform
- Facebook Marketing
- Creating Facebook page for Business
- Facebook Ads
- Facebook Insights & Reports
- LinkedIn Marketing
- Company Profile creations
- LinkedIn Business page
- LinkedIn Ads
- Twitter Marketing
- Creating profiles on Twitter
- Best practices to follow in Twitter management
- Twitter Advertisement
- Followers, Retweets, Clicks, conversions, Hashtags
- App installs and Engagement
- Conversion tracking and Reports

8. Email Marketing

- Email marketing platforms
- Creating an Email Marketing Account
- Creating & Managing Contact list
- Creating & Managing Email Campaigns
- Why Email marketing considered as best marketing
- How to create effective Email Content
- Checking open rates, clicks, click through rate.

- Creating Email marketing templates and sending bulk mails
- Popular tools used

9. WordPress & Website Creation

10. Support On

- Domain Name Registration
- Hosting and it's type
- Website Architecture
- Website Designing
- Website competitor's analysis