

Digital Marketing

Learn "SEO, SMO, PPC & Many More"

Introduction To Digital Marketing

- What is Digital Marketing?
- Digital Marketing Process
- Benefits of Digital Marketing over traditional Marketing
- Performance Evaluation
- Digital Marketing Tools and Techniques
- Latest trends in Digital Marketing.

Website Hosting

- Overviews of Website
- Different Kind of Websites
- Static & Dynamic Websites
- Purchasing Domain Names
- Purchasing Web Hosting
- FTP Users & Using File Zila.
- Domain Control Panels

Website Creation using WordPress- Overview

- Get started with Website Development
- Domain and Hosting
- Link Buildup and Domain servers
- Installing and Configuring WordPress
- WordPress Dashboard
- Building dummy websites for practice
- Creating first post
- Plugins and customization

SEO (Search Engine Optimization)

- On Page Optimization – SEO
- On Page SEO?
- Keyword Research With Google
- Keyword Planner
- Domain Selection & URL Structuring
- Meta Tag Optimization
- Redirection Tags
- Content Writing & Optimization
- Heading Optimization
- Keyword Density, Spamming and

SEO (Search Engine Optimization)

- Stuffing
- LSI (Latent Semantic Indexing) ?
- Image Optimization
- Link Optimization
- Robots File Creation
- Sitemap Creation & Submission
- Google Webmaster Tools
- Google Analytics Tool
- Off Page Optimization - SEO
- Why Off Page is Important?
- What Are Backlinks?
- Back links Creation Methods
- Follow Backlinks
- Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submissions
- Comment Writing
- Guest Blogging
- Classifieds posting
- Search Engine Submissions
- Google Business Listing (Google Maps)

Social Media Optimization

- Social Media Optimization Overview
- What is Social Media?
- Why Social Media is Important?
- How to create a page on Facebook?
- How to Promote your business
- How to Increase likes for your facebook Page?
- Difference in Facebook profile, page and groups.
- How to Join Groups and promote your business.
- Google Plus
- How to Create Profiles on Google Plus?
- Why to Promote at Google Plus?
- Why Twitter is Important?
- How to Create a Twitter Business Page?
- How to Increase Twitter Followers?
- YouTube
- Why YouTube?
- How to Create Videos?
- Understanding Video Marketing
- Link Building With YouTube

Search Engine Marketing

- SEM Overview
- Formulating effective management
- Learn about Google Search
- Personalized Marketing at Internet Scale
- Google Adwords, Yahoo Search marketing and Microsoft AdCenter
- Pay Per Click (PPC) and its features
- Conversion rate and quality score
- PPC Campaigns
- Setting up campaign goals
- Market Analysis
- Ad Writing Techniques
- Campaign Management
- Bid Management Plan
- Understanding Visitor's Mind
- Performance Tracking
- Report and Analysis
- Testing

Video Marketing

- What is Video Marketing?
- Difference between Video Marketing Vs Video Optimization?
- How to promote videos through Google Adwords?
- What is CPV and CPM?
- Video Marketing basic concepts
- True View Ads vs Stream Ads

Video Optimization

- Video Optimization Basics
- How to get more subscribers in youtube
- How to increase your views on youtube?
- How to monetize your youtube video?
- How to rank videos in 24hr in youtube?
- How to get more views with low subscribers?
- Social media impact on youtube video ranking

Email Marketing

- What is Email Marketing?
- Why it is necessary?
- Creating Email Content
- Emails and Newsletters
- Email Deliverability
- MX Record, Hosting Facility, IP/DNS
- Email Design and Template
- Lead Generation Through Emails
- Life Cycle Emails
- Digital Marketing Strategy Toolkit
- Email Campaign Management
- Email Exchange Program

PPC-Google Ads-Word

- PPC and Google Ad-words Overview
- Creating Adwords Account
- Building First campaign
- Keyword Analysis and stuffing
- Display advertising
- Google Analytics linking

Google Analytics- Performance

- Introduction to Web Analytics
- Getting started with Google Analytics
- Functionalities of Google Analytics
- Content Performance Analysis
- Social Media Analytics
- User Analysis
- Getting valuable insights and reporting Social CRM and Analysis

Content Marketing

- Quality Content Creation
- Importance of quality content
- Content marketing Tips
- Keyword research and analysis
- Articles, Blogs, Classifieds, Press Release
- Keyword Placement
- Keyword density
- Article submission
- Creating SEO based content
- Tools for writing content

Google Webmaster Tool

- Use of Google Webmaster
- What is Search Appearance in Google Webmaster tool?
- What is Data Highlighter?
- What is Rich snippets or Schema?
- What is HTML Improvements?
- What is AMP (Accelerated Mobile Pages) in GWM?
- How to use AMP in HTML pages?
- What is Search Analytics?
- What is Queries in Google Webmaster tools?
- What is Crawl Stats vs Crawl Error?
- How to remove pages from Google Search results?
- How to index pages in search engine through Google Webmaster?
- How to Check Robots.txt?
- How to remove bad backlinks from your website

Google AdSense (Blogging)

- Introduction to Google AdSense
- Learn to get approved by Google AdSense
- How to earn money from AdSense?
- Creating and maintaining Google AdSense account
- Right placement of ads on your web page
- Building blogs with free themes
- Learn how to increase the worth of your ads
- Get more and more visitors on your blog

Affiliate marketing

- Affiliate marketing Overview
- The 3 A's of Affiliate marketing
- Learn how to get thousands of dollars using Affiliate marketing
- Affiliate marketing history
- Affiliate marketing in India
- How to become an entrepreneur?
- Creating an Affiliate marketing account?
- Get approved as an affiliate
- Top affiliate companies to work with
- Live examples and potential earnings

Online Reputation Management

- What is Online Reputation Management?
- Why is it extremely necessary for the business?
- Learning ORM scenario
- Tackling negativity over the Internet
- 10 ORM Commandments
- Using tools to monitor online reputation
- Ways to build a positive image of the brand

Project: work on Live Project

Thanks

For any queries
Please contact Us: