

1. Introduction of Digital Marketing:

Introduction to Digital Marketing.
DM opportunities ,
Digital Leadership

2. Digital Marketing Techniques:

Introduction on digital marketing techniques
seo ,sem,smm,smo etc.

3. Domain & hosting:

What is domain name?
Domain name registration
Hosting & types of hosting for website

4. Website Designing Guidelines:

Website design technology
Html , CSS introduction
Website structure .

5. Blogging (blogger.com):

How to create blog.
How to enable meta tag description.
How to create post
How to optimize a post according to on page seo techniques.

6. Creating Website (WordPress):

How to create free blog on wordpress.com
How to create pages & menu
How to create category
How to create post
How to optimize post according to on page seo techniques.

7. Search Engine Optimization (SEO):

What is seo (search engine optimization)?
How search engine works?
Basic of seo techniques.
Keyword research and analysis.
On page seo in details.
Off page seo in details.

Seo tools & report analysis.

8. Google Analytics:

Introduction on Google analytics

Google analytics tracking code setup to website

Google analytics tracking code verification using Google tag assistant.

Benefits of tracking and analyzing web data

Advantages of using Google analytics .

9. Google Webmaster Tools:

Verify your website to google webmaster tool

Submit sitemap.xml file for indexing purpose

Checking index status of submitted web pages.

10. Digital Marketing Tools:

Introduction on Digital Marketing tools

Content marketing tool

social media marketing tool

SEO tools(seo score ,website page speed test,sitemap.xml,robots.txt)

smo tools for facebook OG and twitter summary card

website analytics tools.

11. Social Media Marketing:

Facebook:-

Creating Facebook Brand Page& Facebook Page Insights Analysis

Groups creation

Joining other groups

Organic reach& Engagements

Linkedin:-

Creating custom profile URL for LinkedIn

Creating Groups & Joining other Groups

Creating Company Brand Page

Writing articles(Pulse)

Linkedin Connection & Degree network

Twitter:-

Creating custom URL for Twitter Profile

Creating lists

Follow, Tweet, retweet, like, comment, engagement

Twitter analytics

Google Plus:- Creating Profile & creating Groups & Joining other groups Writing posts/ articles.

Mobile Marketing:- Whatsapp marketing

12. Social Media Optimization:

Facebook open graph, twitter summary card and adding social media share ,like button, follow and embedding social media videos and post to website.

13. Social Media Analytics:

Facebook page insights

Twitter analytics

Linkedin analytics

Buffer.com online tool

Google analytics for social media visitor analysis.

14. Landing Page Techniques:

Mobile friendly test, website landing page loading speed optimization, conversion tracking code setup to landing pages.

15. Google Adwords (PPC):

What is Pay Per Click (PPC)?

How does PPC work? Evolution of PPC Google AdWords

Importance & Benefits of PPC

RESEARCH AND BID MANAGEMENT ON GOOGLE ADWORDS

SETTING UP PPC CAMPAIGN ON GOOGLE ADWORDS

CREATING ADS ON GOOGLE ADWORDS

Creating REPORT of campaign performance

16. Video Marketing:

How to optimize your video while uploading on youtube.com

How to create video campaign with bid strategy cpv

to promote your business and product consideration .

17. Content Marketing:

Content research

Content collection

Content creation & modification

Content distribution

Analysis of result.

18. Email Marketing:

Email campaign,

list creation,

email content design,

analysis of result report.

19. Affiliate Marketing:

How to create affiliate account on amazon type ecommerce website

How to embed there product on website and blog to earn commission.

20. Lead Generation Techniques:

How to generate lead through content marketing , social media, search engine marketing

21. Inbound Marketing:

What is inbound Marketing

Inbound vs Outbound marketing

Inbound marketing methodology

22. Mobile Marketing (WhatsApp, Instagram etc)

23. Freelance Technique Guidance:

What is freelance work?

How to find freelance work for social media , seo , content marketing

24. Trending # tag Marketing -:

Learn how to find the most powerful & trending hashtags ,

Researching highly-demanded traffic.

25. Online Reputation Management:

What is ORM ?

Online Reputation Management Activitie

Content Management

Social Profile Management