

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 and 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, Re-tweet, Like, Comment, Engagement and Twitter analytics.

Google Plus :

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

SMM Goals & Objectives :

- Social Media Marketing Plan.
- Goals & Objectives.

12. Social Media Optimization :

- Facebook OG and Twitter Summary Card.
- Adding Social Media Share, Like and Follow button.
- 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 visitors analysis.

14. Landing Page Techniques :

- Mobile friendly test and 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 ?
- 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 and 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 and 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 Activities.
- Content Management.
- Social Profile Management.