

# DIGITAL MARKETING COURSE CONTENT:

## (1)SEO (SEARCH ENGINE OPTIMIZATION) Syllabus:

### **Basics for SEO**

- What is Domain
- Basic Knowledge of World Wide Web
- Difference between Portal and Search Engines
- What is SEO
- Types of SEO Techniques
- Black hat techniques
- White Hat techniques
- How Search Engine works

### **SEO Research & Analysis**

- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- Competitors Website Analysis
- How to Choose Best Keywords
- Tools available for Keyword Research

### **Website Design SEO Guidelines**

- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- XML Sitemap / URL List Sitemap

### **On-page Optimization**

- The Page Title
- Meta Descriptions & Meta Keywords
- Headings
- Bold Text
- Domain Names & Suggestions
- Canonical Tag
- Meta Tags
- Images and Alt Text
- Internal Link Building
- The Sitemap
- Server and Hosting Check

- Robots Meta Tag
- 301 Redirects
- 404 Error
- Duplicate content

### **Off-page Optimization**

- Page Rank
- Link Popularity
- Link Building in Detail
- Directory Submission
- Social Bookmark Submission
- Blog Submission
- Articles
- Links Exchange
- Reciprocal Linking
- Posting to Forums
- Submission to Search Engine
- RSS Feeds Submissions
- Press Release Submissions
- Forum Link Building
- Competitor Link Analysis

### **Google Analytics**

- Website Tracking
- **Goal Conversion Tracking**
- **Event Tracking**
- **Post Tracking on Facebook, Twitter, Blogger.**

### **SEO Tools**

- Keyword Density Analyzer Tools
- Google Tools
- Yahoo / Bing Tools
- Rich Snippet Text Tools
- Comparison Tools
- Link Popularity Tools
- Search Engines Tools
- Site Tools
- Miscellaneous Tools

### **SEO Reporting**

- Google analysis
- Tracking and Reporting

- Reports Submission
- Securing Ranks

## **(2)Social Media Marketing :**

### **INTRODUCTION:**

- What is Social Media Types of social media How does it work?
- Why businesses need it?
- Integrating social media in websites and blogs
- Brands Case studies
- How to network on Social Media sites? Benefits of Social Media
- Influence of Social Media
- Effect of Social Media on Google Search
- Choosing right social media Generating word of mouth Viral Marketing

### **BLOGS :**

- Dos and Don'ts
- Widgets
- Tips and tricks for interesting articles> Publishing and networking via blog Blog promotion
- Myblog
- Post updation
- Blog Commenting

### **W HAT' S MORE**

- Press Release / News
- Article creation & Submission Linking Social Media Accounts Importance of Short URL and how to do it Doubts Clearing
- Content sharing
- Optimizing Social Media content for Search Engine

### **TOP SOCIAL MEDIA SITES**

- Creating twitter page

- Tweets Twitter Guidelines
- FB Benefits for Business
- FB Profile Customization
- FB Fan Pages Customization
- Promoting FB page
- FB Engagement and Conversation
- FB Advertisement
- **Facebook Page Optimization**
- Pros and Cons of using FB LinkedIn Groups
- How to do link building in LinkedIn
- LinkedIn Advertising
- Google+ Tools & Techniques
- Google Plus: Circles | Stream
- Google Plus for Businesses
- Twitter Profile Creation
- **Twitter List**
- **Twitter Profile Page Optimization**
- **Open Graph Protocol**
- **Twitter Cards**

### **(3)PPC Management on Google Adwords - SEM**

#### **INTRODUCTION:**

- What is Pay Per Click (PPC)? History of PPC
- Online vs Offline Marketing
- How does PPC work? Evolution of PPC Google AdWords
- Importance & Benefits of PPC
- Basic of PPC
- **RESEARCH AND BID MANAGEMENT ON GOOGLE ADWORDS :**
- What is Keyword Research? Importance of targeted keywords Keywords popularity & Search Volume What is bidding?
- How to increase position on search?
- Importance of bidding techniques
- Difference in SEO & PPC keywords Selecting targeted / related keywords Categorizing keywords in Ad Groups What is Quality Score?

- Bid Management
- Competitive Analysis for bidding Researching for PPC keywords Analyzing competition keywords PPC keywords tools and resources Effect of Quality Score on bidding?
- User Defined bids and Automatic Bids

### **SETTING UP PPC CAMPAIGN ON GOOGLE ADWORDS:**

- Google Adwords Account Structure
- Language Targeting
- Budget Management Structure Device Targeting
- Campaign Management

### **CREATING ADS ON GOOGLE ADWORDS:**

- Create Effective Ads Example of Effective ads Ad Group Monitoring Google Adwords Editor
- Measurement of Title, Description URL Features of ads
- Google Adwords Tool
- Ad copy testing
- Ad Group Creation

### **REPORTING:**

- What is Landing Page? Optimizing your landing pages Competitors Website Analysis Ad group Performance Reports Day Parts Reports
- Device Report
- Ads versus Landing Page Increasing conversion rates Campaign Performance Reports Ads Performance Reports
- Traffic Reports
- Important of Landing Page
- Keywords Performance Reports
- Ads Performance Reports
- Geographic Report

### **(4) Become Blogger & Wordpress Expert :**

## **What will you learn?**

### **WORDPRESS:-**

- Introduction to WordPress
- WordPress for blog and website
- Adding WordPress blog to a site
- WordPress installation and settings
- WordPress dashboard
- Admin panel view
- General settings
- Permalink Structure
- Creating posts
- Creating categories for posts
- Assigning tags for posts
- Creating pages
- Links management
- Adding a contact form
- Creating admin user
- Managing different user
- Defining roles for users
- Installing themes from library ü Customizing navigation menus ü Managing plugins
- Social media plugins
- Managing media
- Managing post comments
- Managing widgets
- Creating and customizing slider
- WordPress Tools
- Customizing and modifying a theme \*
- Importing and exporting the site \*

### **BLOGGER (Blogspot.com)**

- **Creating a Blog**
- **Creating SEO friendly**
- **Optimize Blog post titles**
- **Keywords in Content**
- **SEO Optimize Images**
- **SEO Friendly URL**
- **Heading Tags**

- **Keywords In Domain Name**