

Syllabus Digital Marketing

Introduction of Digital Marketing

- ✓ Digital Marketing basics & Concepts
- ✓ Domain & Hosting registration
- ✓ Types of Websites

Search Engines Basics

- ✓ How Search Engine Works
- ✓ Types of Search Engines
- ✓ Website Architecture
- ✓ Website Designing Basics
- ✓ Target Segmentation
- ✓ Search Engine Optimization

Onpage SEO & Offpage SEO

- ✓ Meta Tags
- ✓ Creating Sitemaps
- ✓ Creating Robots file
- ✓ Local Search listing
- ✓ Canonical Implementation
- ✓ Keyword Research
- ✓ Keyword Density
- ✓ Google Webmaster Tools
- ✓ Search Engine Submission
- ✓ Link Building Techniques
- ✓ Content Optimization
- ✓ White Hat SEO
- ✓ Grey Hat SEO
- ✓ Black Hat SEO
- ✓ Google Sandbox Effect
- ✓ Image Alt tags

Google Ad words

- ✓ Types of Ads
- ✓ Display / Banner Ads
- ✓ Search & Display ads
- ✓ PPC Campaigns
- ✓ Creating Campaigns
- ✓ Keywords Research
- ✓ Traffic Estimator Tool
- ✓ Ad Groups Setup
- ✓ Budget, Billing, Reporting Techniques
- ✓ Conversion Tracking

Facebook

- ✓ User Profile creation
- ✓ Profile settings
- ✓ Facebook post & image sizes
- ✓ Targeted audience
- ✓ Facebook Fan Page Creation
- ✓ Fan page settings
- ✓ Rules and image sizes
- ✓ Cover photo, News feed, Timeline
- ✓ Trending topics
- ✓ Insights
- ✓ Facebook Ads Segmentation
- ✓ Facebook Ad creation
- ✓ CPA, CPM, CPC, CTR
- ✓ Budget & Billing
- ✓ Tracking & Reporting

Twitter

- ✓ Account creation
- ✓ Setting Username
- ✓ Twitter Design
- ✓ Twitter ads

Youtube

- ✓ Youtube Channel creation
- ✓ Video Creation & Optimization
- ✓ Editing videos / effects
- ✓ Youtube Guidelines
- ✓ Publishing videos
- ✓ Monetization
- ✓ Earning money from youtube
- ✓ Youtube Marketing
- ✓ Youtube analytics

Google +

- ✓ Google + page creation for Business
- ✓ Hangouts
- ✓ Communities & Events
- ✓ Local Listing
- ✓ Reviews
- ✓ Listing on Google Maps /Places

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Affiliate Marketing

- ☑ The role of merchant & affiliate
- ☑ Creating the affiliate network
- ☑ Choosing Products
- ☑ Choosing payment type
- ☑ Integrating Accounts
- ☑ Promoting the affiliate program
- ☑ Earning commission

Google Analytics

- ☑ KPI in Analytics
- ☑ Analytics interface & dashboard
- ☑ Goals & conversion tracking
- ☑ ABC of Analytics
- ☑ Analyzing & Reports

Google AdSense

- ☑ Google AdSense setup & integration
- ☑ Google AdSense Guidelines for approval
- ☑ Choosing Ads
- ☑ Payment type
- ☑ Adding account

Email marketing

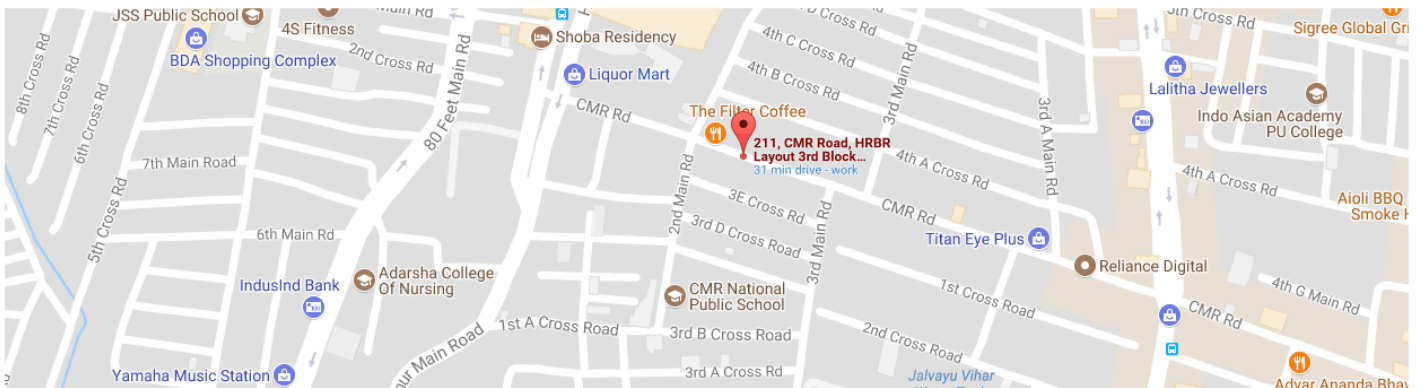
- ☑ Introduction
- ☑ Benefits of email marketing
- ☑ Email marketing tools
- ☑ Lead capturing methods
- ☑ Creating Auto Response
- ☑ Tracking & Reporting

Mobile Marketing

- ☑ Introduction
- ☑ SMS marketing
- ☑ Quick Response (QR) Code
- ☑ Apps optimization

Blogs

- ☑ Introduction to WordPress /Blogger
- ☑ Blog creation
- ☑ Blogging Article Methods
- ☑ Blog Promotion & Marketing
- ☑ Integrating videos
- ☑ Making money through blogs
- ☑ Targeting the right audience
- ☑ Reports & Analytics



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