

## **Digital Marketing Course Syllabus**

### **MODULE 1: BASICS of DIGITAL MARKETING**

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation

#### **Hands-on Lab**

- Analysis Of Traditional Marketing
- How to Business Marketing via Traditional Marketing

### **MODULE 2: ANALYSIS AND KEYWORD RESEARCH**

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project

#### **Hands-on Lab**

- Analysis Market Condition And Opportunities
- Keyword Analysis on Google Keyword Planner Tool
- Pick The Right Keyword For Project

### **MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)**

- Introduction To Search Engine Optimization

- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding the SERP
- Google Processing
- Indexing
- Crawling

### **Hands-on Lab**

- Search Engine Results Page (SERP) Report Generation
- Google Crawling and Indexing Status Checking

## **MODULE 4: ON-PAGE OPTIMIZATION**

- Domain Selection
- Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Robot.txt

### **Hands-on Lab**

- Analysis of On-Page Site Matrix
- Create a Landing Page
- Implementation on Title Tag, Meta Description, Canonical Tag, Header Tag
- Optimization on Multi-Media file Optimization like Image, Videos, and Infographics
- Landing Page Performance Monitoring and Updation

## **MODULE 5: OFF-PAGE OPTIMIZATION**

- Link Building Tips & Techniques
- Difference Between White Hat And Black Hat SEO

- Alexa Rank, Domain
- Link Acquisition Techniques
- Directory Submission
- Social Bookmarking Submission
- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting
- Citations
- Profile link creations
- Infographics Submission

### **Hands-on Lab**

- Search Engine Guidelines Based Backlink Creation on Landing Page
- The Increase of Link Juice Value
- Increase and Analysis Domain Authority & Page Authority Factor
- Learn 15 Golden Rules Of Backlink Creation and Improve Quality
- How To Avoid Spam Backlink

### **MODULE 6: SEO UPDATES AND ANALYSIS**

- Google Panda,
- Penguin,
- Humming Bird Algorithm
- Google Penalties
- SEO Tools For Website Analysis And Optimization
- Competitor Website Analysis And Backlinks Building
- Backlinks Tracking, Monitoring, And Reporting

## **Hands-on Lab**

- Learn Roles and Responsibilities Of Algorithm
  - Panda Algorithm
  - Penguin Algorithm
  - Pirate Algorithm
  - Hummingbird Algorithm
  - Pigeon Algorithm
  - Mobile-Friendly Update Algorithm
  - RankBrain Algorithm
  - Possum Algorithm
  - Fred Algorithm
- How to Recover Algorithm Penalties
- Prevention Of Algorithm Penalties to Website
- How to Identify Spam Backlinks and Rectification

## **MODULE 7: LOCAL BUSINESS & GOOGLE MAPPING**

- Creating Local Listing In Search Engine
- Google Places Setup (Including Images, Videos, Map Etc)
- Search Engine Visibility Reports
- Verification Of Listing
- Google Reviews

## **Hands-on Lab**

- Google My Business (GMB) How To Create
- How To Google My Business (GMB) Verify
- Maintain Brand and Reputation on Google My Business (GMB) Listing
- Search Engine Visibility Reports Preparation and Analysis

## **MODULE 8: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)**

- Google Adwords
- Introduction To Online Advertising And Adwords
- Adwords Account And Campaign Basics
- Adwords Targeting And Placement
- Adwords Bidding And Budgeting
- Adwords Tools
- Opportunities

- Optimizing Performance
- Ads Type
- Bidding Strategies
- Search Network
- Display Network
- Shopping Ads
- Video Ads
- Universal App Ads
- Tracking Script
- Remarketing
- Performance Monitoring
- Reports

### **Hands-on Lab**

- Google Ads Account Creation and Setup
- Right Keyword selection and Grouping on Google Keyword Planner Tool
- Campaign Setup, Performance monitoring, Analysis, and Implementation
- Set on Conversion Tag
- Set on Remarketing Tag
- Set on Goal and Monitoring
- Weekly and Monthly Report Generation

## **MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)**

- Social Media Optimization
- Introduction To Social Media Networks
- Types Of Social Media Websites
- Social Media Optimization Concepts
- Facebook, Google+, LinkedIn,
- YouTube, Pinterest,
- Hashtags
- Image Optimization

### **Hands-on Lab**

- How To Create Strong Profile Account On Social Media
  - Facebook
  - Google+

- Twitter
- LinkedIn
- Instagram
- Pinterest

## **MODULE 10: SOCIAL MEDIA MARKETING (SMM)**

- Facebook Optimization
- Fan Page Vs Profile Vs Group
- Creating Facebook Page For Business
- Increasing Fans And Doing Marketing
- Facebook Analytics
- Facebook Advertising And Its Types In Detail
- Creating Advertising Campaigns,
- Payment Modes
- Introduction To Twitter
- Creating Strong Profiles On Twitter
- Followers, ReTweets, Clicks,
- Conversions, HashTags
- LinkedIn Optimization
- What Is LinkedIn?
- Individual Profile Vs. Company Profile
- Branding On LinkedIn
- Marketing On LinkedIn Groups
- Google Plus
- Tools & Techniques
- Google + Groups
- Google Plus For Businesses

### **Hands-on Lab**

- Social Media Brand Account Creation
  - Google+
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram

- Pinterest
- Structure of Post
- Post Template Creation
- Content Creation On Social Media Post
- Right Hashtag for your Post
- Analysis of Likes, Share, Comment, Followers, and Retweet
- Increase Brand Awareness
- Identify Target Audience and Convert Goal
- Report Generation on Post Reach
- Facebook Ads
- Campaign Setup, Performance monitoring, Analysis, and Implementation
- Right Target Audience Selection
- Set on Facebook Pixel Tag
- Set on Remarketing Tag
- Weekly and Monthly Ads Report Generation

## **MODULE 11: GOOGLE WEB ANALYTICS**

- Getting Started With Google Analytics
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Behavior
- Content
- Visitors
- Live Data
- Demographics

### **Hands-on Lab**

- Google Analytics Integrate On Website
- Analysis And Report preparation on weekly and Monthly
- Setup Goal And Monitoring

## **MODULE 12: WEBMASTER TOOLS**

- Adding site and verification

- Setting Geo-target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestion

### **Hands-on Lab**

- Search Console Integrate On Website
- Website Error Identification and Rectification via Search Console
- Website URL submit on Search console
- Find and Fix Crawl Error
- Remove Spam Backlink on via Search Console

## **MODULE 13: CREATING A NEW SIMPLE WEBSITE**

- Creating A Simple Website For Your Business

### **Hands-on Lab**

- Right Theme Selection And Optimization
- Landing Page Template Creation
- Content Template Creation
- Add Custom HTML and CSS Code
- Create sitemap.xml and robots.txt File Creation

## **MODULE 14: INTERVIEW PREPARATION**

- Resume Preparation
- Interview Question Preparation

### **Hands-on Lab**

- Mock Test Preparation and Confidence Improvement
  - Digital Marketing Skills Improvement
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