

Syllabus for Digital Marketing



Course Duration For Digital Marketing :

- 8 Weekends (Weekend batches only)

Objective For Digital Marketing :

- To become a complete Digital Marketing Professional

Eligibility For Digital Marketing Course :

- 12th/ Graduate / Post Graduate Students
- Sales & Marketing Professional, Advertisers, Entrepreneurs, Digital Marketers, IT Professionals, Affiliate Marketers

Digital Marketing Syllabus

Search Engine Optimization (SEO)

ON Page Optimization

- On Page SEO
- Understanding of Search Engines
- How does Search Engine work?
- What is a bot/spider?
- What is keyword and its different types
- Importance of keyword research
- What is Keyword Density
- Google Sandbox
- Understanding of Page rank
- Title Tags
- Description Tags
- Keyword Tags
- Image Optimization
- SEO Friendly Content Writing
- Generating/Uploading robots file
- Generating/Uploading Google Search Console code
- Generating/Uploading Google Analytics code
- Importance of Sitemap
- Difference between html and xml sitemap
- All Redirects: 404/301/302
- Alexa Report
- SEO Tools
- Competitor Analysis

OFF Page Optimization

- Back links and its importance
- Search Engine submissions
- Directory submissions
- Blog writing and submission
- Article writing and submission
- Social book-marking
- Free Classifieds
- Press Release writing and submission
- Forum Posting
- RSS Feeds

Advanced SEO

- How Algorithm works
- Search Engine's Algorithm
- Google Panda
- Google Penguin
- Google Humming Bird
- Google Phantom
- Canonical links
- HT Access
- Query Deserve Freshness

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Search Engine Marketing (SEM)

- Ad-Words Account Setup
- Importance of Keywords
- Types of Keywords
- keyword Strategy
- Use of Display Planner
- Use of Keyword Research tool
- Creating Campaigns
- Creating Ad Groups
- Ad writing techniques
- Guidelines for Ads
- Creating Search Ads
- Creating Display Ad
- Bidding and Budget
- Ad-Words Account Setup
- PPC Campaign
- CPC Bidding
- CPM Bidding
- Scheduling
- Contextual Targeting
- Adwords Interface Customization
- Conversion Tracking
- A/B Testing
- Multi-User Access
- Re-Marketing
- Attributions
- Adwords Editor
- Google My Client Center
- Google Adwords API

Social Media Marketing (SMM/SMO)

- What is Social Media?
- Why is Social Media important?
- How can Social Media help grow business?
- How to establish online identity
- Audience engagement
- When to use which Social Media platform
- Importance of Facebook
- How to use Facebook effectively
- Develop Fan Page on Facebook
- Facebook Insights
- Facebook Reporting
- How Twitter works
- Importance of Twitter
- How to use Twitter effectively
- Creating Twitter account
- Develop Fan Page on Twitter
- How to tweet
- Re-tweets
- Hash-tags
- Importance of LinkedIn
- How to use LinkedIn effectively
- How to build profile on LinkedIn
- How to build Connections
- How to participate in on-line forums, discussions and its importance
- Importance of Instagram
- How to use Instagram effectively
- Importance of YouTube
- How to use YouTube effectively
- How to create YouTube Channels
- Facebook Campaign
- LinkedIn Campaign
- Youtube advertising
- Video Bidding CPV
- Importance of Google+
- How to use Google+ effectively

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Mobile Search Engine Marketing (MSEM)

- Understanding different devices
- Essential Factors to go mobile
- Web Design for phones
- Responsive web design
- Dynamic Serving
- Seperate URLs
- Blocked JavaScript
- Blocked CSS files
- Incorrect redirects
- Faulty redirects
- Unplayable contents
- Specific 404 for mobile and its importance
- Faulty cross-links
- Fast mobile pages
- Common mistakes in Mobile SEO
- Google recommendations for phone sites

Google Analytics

- Analysis for small/medium and large scale business
- Web Analytics
- Google Analytics Navigation
- Intelligence Events
- Traffic Sources
- Real-Time Reporting
- Audience
- Demographics
- Interests
- Conversion

Project

Take a sample website and check for SEO errors by running a SEO Check tool. Find out how to do OnPage Optimization on a real website. Create a sample adword account for that website. Use adwords Keyword planner to check which keywords to use for best results. Use google analytics for checking results of optimization.