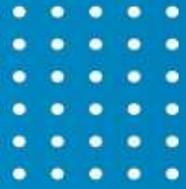


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Digital Marketing Course



 8003053217

 67 -A, 2ND FLOOR,
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Devi Nagar, Sodala, Jaipur,
Rajasthan 302019



Digital Marketing Course

Key Features



Trainer : Ram Sir



Job Oriented Training



100% placement Assistance



Experience : 10 Years



Hands on Live Project



Project hosting on server



Small batches



Affordable fees



Daily assignments



Duration :

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DIGITAL MARKETING OVERVIEW

➤ Introduction to Digital Marketing

- Marketing, Traditional vs Digital
- What is Digital Marketing and Why ?
- Digital Marketing Platforms
- Digital Marketing - Organic and Paid
- Digital Marketing for Students, professionals & entrepreneurs

WEBSITE PLANNING & DEVELOPMENT (WORDPRESS)

➤ Domain Registration & Hosting

- Website Designing & Hosting
- Purchasing Domain Names
- Purchasing Web Hosting
- Connecting Domain & Hosting
- FTP Users & Using File Zila.
- Domain Control Panels
- Web Hosting Control Panels

➤ WordPress website creation

- Different Types of Websites
- Start Designing Websites
- Understanding WordPress and it's functioning?
- Understand Plugins or Extensions, Widgets, Pages, Post, and Category
- How to take backup of your website and Shift on another server?

➤ Professional Blogging

- Free Platforms for Blogging
- Creating a Free Blog
- Objective of Additional Blog
- How to earn from blog
- Opportunities and Limitations of Blog

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ADVANCED SEARCH ENGINE OPTIMIZATION

➤ Keyword Research and planning

- What are Keywords and Key phrases
- Why Keywords are Important in SEO
- What is Keywords Research
- Why Keyword Research in Important in SEO
- What is Google Keyword Planner
- How to Use Google Keyword Planner
- Analysing Keyword Competition
- Exact, Phrase and Broad Match in Keywords Research
- Finding Best Keywords for Our Website

➤ Content Marketing

- Understanding Content Marketing
- Importance of content in Digital Marketing
- Creating Fresh and Unique Content
- Tutorials and Event Based Content Marketing
- Content Spinning
- Grammar Checker Tools
- Duplicate Content Checker Tools
- Images in Content
- SEO friendly Content Writing

➤ Search Engine Optimization, SEO Strategy, Auditing & Reporting

- Understanding SEO
- How does SEO work?
- Keyword Research & Analysis
- Using Search Console for e-ective SEO
- How to do an SEO Audit for Website? (Uber suggests,
- SEOptimer,yoast
- Optimizing with Google Algorithms
- Using Webmaster Tool
- Measuring SEO Effectiveness
- SEO Strategy Building
- Tools for Assessing SERP and Website Status
- Reporting Template and Generating Current Status of the Website
- Frequency of SEO Reporting

➤ On Page Optimization - SEO

- Getting Started with Head Section
- Understanding On Page SEO ?
- Domain Name Selection & URL
- Structuring
- Head Section Optimization
- Meta Tags Optimization
- Optimizing Title Tags, Description
- Tags, Keywords Tags, Robots Tags
- Optimizing Open Graph Tags
- Redirection Tags
- SEO Friendly Content Writing
- Heading Optimization
- Keyword Density, Keyword
- Spamming and Keyword Stuffing
- LSI (Latent Semantic Indexing)
- Sitemap Submissions
- Image Optimization Strategies
- Link Optimization Strategies
- Robots File Creation
- XML Sitemap Creation

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➤ Off Page Optimization – SEO

- What is Off Page SEO?
- Why Off Page is Important?
- What Are Backlinks?
- Backlinks Creation Methods
- Difference Between Do Follow and No Follow Backlinks
- What is Google Page Rank
- How To Increase Google Page Rank
- Web Directory Submissions
- Social Bookmarking
- Article Writing & Submission
- Press Release Writing & Submissions
- Comment Writing
- Guest Blogging
- Classifieds posting
- Forum Posting
- Link Exchange (one way, two way and three way)
- Search Engine Submissions
- RSS Feeds

➤ Local SEO - Local Business Promotion/GMB/ GEO Targeting

- What is Google My Business?
- How to get listed at Google Business?
- Google Business Verifications
- Setting Up your Business Profile in Google Places.
- Setting Up Profile Pictures and Cover Photos in Google Business.
- Creating Reviews in Google Places
- Google Business Listing Optimization
- Citation & Classified submission

➤ International SEO

- Understand the psychology of user and business
- Location oriented search
- Cross border optimization approach
- Keyword Research for International SE

➤ Google Webmaster Tools/ Search Console

- Understanding Google Webmaster Tools
- Importance of Google Webmaster Tools.
- Setting Up Google Webmaster Tools Account
- Adding Websites to Google Webmaster Tools
- Tracking the performance of website in Google Webmaster Tools
- Tracking clicks, Impressions, site Position and CTR's
- Google Manual Penalties
- Google Automatic Penalties
- Using Google Link Disavow Tool
- www and Non www website versions
- GEO Targeting through GWT
- Link Analysis through GWT
- Internal Link Analysis through GWT

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➤ Google Analytics Tool

- Understanding Google Analytics Tool
- Why Google Analytics Tool is Important
- Starting with Google Analytics Tool
- Setup an account with Google Analytics Tool
- Adding site to GAT
- Tracking visitors through GAT
- Location, Browser, OS and Device tracking through GAT
- Real time and offline tracking through GAT
- USE behaviour tracking through GAT

➤ Google Tag Manager

- Setup Tag Manager for maintaining website performance
- Using Google Analytics through Tag Manager
- How to give and take access to tag manager
- Understanding Tags, Trigger, Variables and Folders.
- Understanding Tag Versions, Workspace and Admin View
- Check executed tag on the website
- Advantages of Tag Manager

➤ Search Engine Algorithms

- What Are Search Engine Algorithms
- Why Search Engine Create Algorithms
- Google Panda Algorithm
- Google Penguin Algorithm
- Google EMD Algorithm
- Google Humming Bird Algorithm
- Google Caffeine Algorithm

➤ SEO Tools

- AHREFS – Website Analysis Tools
- Backlinks Checker Tools
- Moz Domain Authority
- Moz Page Authority
- Plagiarism Checker Tools
- Automatic Sitemap Generator
- SEO Toolbars
- Google URL Submitter
- Google Site command
- Google Cache command
- Google Link command

➤ App Store Optimization (ASO)

- App name, title, and URL optimization.
- Keyword research for ASO.
- App rating and reviews generation and handling.
- Deep linking within mobile apps.
- Indexation of Apps in Google SERPS (search engine results pages).
- Click-through rate (CTR) optimization.
- Advertise your application

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LEAD GENERATION FOR BUSINESSES

➤ Lead Generation for Businesses

- Lead Generation Concept and Process and their importance
- Understanding Landing Pages and thank-you page
- Essentials of landing page and thank-you page
- Types of Landing Pages
- What is A/B testing?
- Converting Leads into sales - Lead Nurturing
- Creating Lead funnel
- Free tool setup for lead generation

➤ Search Engine Marketing SEM (Google Ad words)

- SEM Introduction
- Understanding Google Ad words
- Account Creation and Setup in
- Campaign Management
- Sign-Up With Google Ad words
- How to create PPC campaign
- How to select Keywords for PPC Campaign
- Creating Ads for your PPC Campaign
- How to manage bids in PPC Campaign
- Types of Ads (Search, Display, Shopping, Video, App and Smart Ads)
- Ad Extensions
- Monitoring Clicks, Impressions and CTR's in Ad words
- Making Payments in Google Ad words
- Quality score and its importance
- Difference between Ad Rank and Ad Position

➤ Google Ad words Certifications

- Google Ad words Exams Theoretical Preparation
- Sign Up for Google Ad words Certifications

➤ Social Media Marketing SMM (Facebook/Instagram)

- Facebook Insights
- Facebook Algorithms
- Facebook Ads Manager
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange

➤ Remarketing & Retargeting Ads

- Understanding Google Ads Remarketing and Setup
- Setup Remarketing List
- Use Remarketing Audience in Campaign
- Use Remarketing Tag in the website and use Tag manager
- Remarketing for Website Traffic

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➤ Email Marketing & Automation

- What is email marketing and how does it work?
- Essentials of Email Marketing
- Types of email marketing
- Opt-in (Single Opt-in and Double Opt-in) and Bulk emailing
- Setting up email marketing account and Audience/List
- Email Template Design for the existing audience

➤ Automation

- Create Email Marketing Strategy and Funnel
- Understanding Auto responders and Use
- Designing Email Series and User Engagement
- Concept Development for Email Automation

➤ Mobile Marketing

- Fundamentals of Mobile Marketing
- Mobile Marketing Measurement and Analytics
- Understanding AMP - Accelerated Mobile Pages

➤ SMS Marketing

- Understanding SMS Marketing and Importance
- Generating Mobile Database
- SMS Marketing Strategy
- Why SMS Marketing
- Kinds of SMS
- Integrate SMS API on Software's

➤ Landing Pages

- Understanding Landing Pages
- Why Landing Pages are important
- Creating Landing Pages
- Landing Page Templates
- Landing Page Analysis

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SOCIAL MEDIA MARKETING

➤ Facebook Optimization

- Social media for business?
- Understanding Facebook Algorithm - Edge Rank
- Social Media Calendar
- Scheduling and Content Optimization
- Facebook Event, Group
- Facebook Ads and their Objectives
- Facebook Ad Funnel
- Conversion Tracking and Remarketing in Facebook
- Tools used in Facebook
- Facebook Ad Examples Library
- Facebook Ad Specification Documentation
- Facebook business manager

➤ Instagram Optimization

- Instagram for business?
- Instagram marketing, content strategy and content plan
- Keys to a successful profile, Increasing Followers
- Instagram Stories, Post, Shootouts
- Best frequency and timing on Instagram
- Instagram analytics

➤ YouTube Optimization

- YouTube Channel and Setup Brand Account
- Types of Video (Sales, Informational and Educational)
- YouTube Platform Navigation
- YouTube Creator Studio
- Dashboard, Video Manager
- Community, Channel, YouTube Analytics
- Creation and Editing of Video
- Planning for Live Video
- YouTube Studio Essentials
- Grow in YouTube Earnings
- Our Successful YouTube Case Study

➤ LinkedIn Optimization

- LinkedIn Profile
- LinkedIn Business Page and Showcase Pages
- LinkedIn Group
- LinkedIn Ads
- Start a business from the LinkedIn

➤ Twitter Optimization

- Creating Account & understand terminologies
- List, Moments and Twitter Cards
- Twitter Ads and Analytics
- Building Relationship with Media Agency and Celebrities

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ECOMMERCE MARKETING

➤ Ecommerce Marketing

- Understanding Ecommerce Marketing
- Different Kind of Ecommerce Platforms
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- How to do Google Product Listing Ads (PLA) for e-commerce websites.
- How to do SEO for an e-commerce website
- How to set-up online shop on Amazon/ Flipkart/Meesho
- Essentials for Listing products
- How to generate more orders/sales
- How to select a product for selling
- Imaging and Cataloguing

Graphics Designing

➤ Canva

- Using canva for Designing
- Web banner designing
- Digital Add designing
- Social media post designing

➤ Adobe Express Cloud

- Using canva for Designing
- Web banner designing
- Digital Add designing
- Social media post designing

MONEY MAKING PROGRAM

➤ Influencer Marketing

- What's the Difference: Bloggers, Vloggers & Influencers?
- Overview of Influencer Marketing
- Key Components of Influencer Marketing
- Influencer Marketing in Social Media
- Platform selection for Influencer Marketing
- Become an Influencer
- Hire and Pay Influencer
- Result Tracking through Influence Marketing

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➤ Affiliate Marketing

- Understanding Affiliates Marketing
- Difference between AdSense and Affiliates
- How Affiliates Marketing works
- How to apply for Affiliates
- Direct and In-Direct Affiliates Marketers
- How to create coupons in Affiliates Marketing
- How to Earn money with Affiliates Marketing
- Applying as an affiliate at Amazon, Flipkart and other major Ecommerce websites
- Optimizing Affiliates for best performance

➤ Blog Monetization

- What is Blog Monetization?
- Why to Monetize a Blog
- Blog Monetization with Google AdSense
- Blog Monetization with Affiliates

➤ Google AdSense

- Understanding Google AdSense
- How to apply for Google AdSense
- How to easily get Approved with AdSense
- Difference between Text and Display Ads
- Placing Advertisements on you Blog or Website
- Custom and URL channels
- Optimizing Google AdSense Ads for best performance
- Allow and Add categories
- Performance Reports
- How to earn money with Google AdSense
- Getting Cheques /Neft from Google AdSense

➤ Career as a Freelancing

- Understanding Freelancing
- Freelancing Websites
- Sign Up with Freelancing Sites
- Getting Projects through freelance websites

DIGITAL MARKETING STRATEGIES

➤ Digital Marketing Strategy

- Digital Marketing Strategy for Businesses
- Digital Marketing Strategy Cycle
- Audit / Current Situation and Recommendations
- Optimum and Effective Execution
- Analyse and Report

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➤ Online Reputation Management

- What is online reputation management?
- Understanding ORM scenario
- How to deal with criticism online
- Online reputation management Commandments
- How to create a positive brand image online
- Understanding tools for monitoring online reputation
- Best examples of online reputation management

Interview and Live Project Internship



❖ Final - MODULE Training Certification Round

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