



Course Contents of Digital Marketing

Introduction to Digital Marketing

- What is Digital Marketing
- History & Origin of Digital Marketing
- Advantages & Scope of Digital Marketing
- How Digital Marketing works

Search Engine Optimization

- What is SEO
- Future of SEO
- What are Search Engines?
- How search engines work

On Page SEO

- Initial site Analysis
- Complete site Analysis
- Keyword research
- Keyword density analysis & Placement
- Meta Tag Optimization
- Title / Keyword / Description / Other Meta Tags
- How to find relevant keyword
- How to use Google Keyword Tool
- Site(URL) Structure Analysis
- Content Development check
- H1,H2,H3 Tags
- Anchor text
- Existing Web Content Optimization
- Image Optimization
- Use of robots.txt

- HTML Validation
- What are Doorway pages
- Invisible text
- What is Cloaking
- Creation of XML/HTML/ROR/Text Sitemaps
- Submitting sites to Google Yahoo webmaster
- Sitemap Creation
- Yahoo Sitemap Creation
- Google webmaster account setup
- Google Analytics setup and management
- Google Adsense

Off Page SEO

- What is Link Building
- Search Engine Submission
- What is Page rank
- What are back links
- Directory Submissions
- DMOZ Submission
- Article submission
- Social Bookmarking submission
- Press Release submission
- Content Editing and Content rewriting
- Local and Regional Search Engine Indexing
- Forum Posting & Posting Free Classifieds
- Yahoo answer Link Building
- Blog creation , submission & promotion
- Blogs commenting
- RSS (Really Simple Syndication)
- Google Mapping / Listings
- What is White Hat SEO
- What is Black Hat SEO
- What is Grey Hat SEO
- What is latent semantic indexing
- SEO Reporting
- Sandbox Effect
- Link Exchange
- Local classifieds submissions
- Google keyword Tool

- Keyword Spy
- Keyword Position checker
- Meta Description Creation Tools
- Preparing SEO Reports

Social Media Marketing

- Definition of Social Media
- Types of Social Media
- How Social Media Influence audience
- How Social Media is affecting Google search
- How to choose right social media
- Developing unique content for Social Media
- What is viral marketing and its importance?
- Integrating Social Media into your Website and Blogs

Using Facebook

- Setting up Facebook Account
- What can you do with Facebook
- Facebook Benefits
- Facebook Fanpage
- Facebook Profile
- What is CPC and CPM ?
- Group Pages vs Fan Pages
- Facebook Pages – What can you do
- Facebook Connect [Like , Share , Comment]
- Facebook Pages [Creating , Managing , Retention]
- How to promote your Facebook fan page
- Engagement and conversion
- Creating Facebook Application / Widget
- Pro and Con of using Facebook
- Linking with Youtube
- Creating Events
- Building Content Calendar

Using Google plus

- What is Google plus
- Features of Google+
- Tools & Techniques
- Google plus Circles / Hangouts / Stream
- Google+ for business

Using LinkedIn

- What is LinkedIn
- Company Profile & Individual Profile on LinkedIn
- LinkedIn Groups
- How to connect with people on LinkedIn
- Sharing updates in Groups
- Marketing & Business promotion on LinkedIn

Using Twitter

- What is Twitter
- How to setup an account on Twitter
- Following and Listening
- Marketing on Twitter
- Building Relationships
- Twitter Guidelines
- Twitter tools
- Finding people and companies on Twitter
- Automate Twitter
- Advertising on Twitter

Search Engine Marketing – PPC

- Introduction to Adwords – PPC
- How PPC Works and different PPC Medium
- Different PPC Tool to conclude on a decision
- How to setup and Adword account
- Keyword research and Traffic Estimator tool
- Generating Client PPC Proposal
- Creation of Effective Campaigns and Ad groups
- Bidding and Optimization techniques
- Creation of Banners using Display builders
- Writing Compelling Ad copies – Do's & Dont's
- Keyword Grouping using Broad Match , Exact match , Phrase Match etc.
- Budget , Billing and Reporting
- Tracking and Performance
- Analytics role in PPC
- Google Insights Study
- Managing Client account
- Introduction to Bing Ads and Yahoo Ads

Email Marketing

- What is Email Marketing
- How to use Email Marketing for Business
- Best Email Marketing service providers
- The science of Email Marketing
- How to improve your website ranking by Email Marketing
- How to write an effective Email for Marketing

Lead Generation for Business

- What is Lead Generation
- Different platforms for Lead generation
- Creating Landing Pages for Lead generation
- How to use Attraction Marketing for Lead Generation in Business

Affiliate Marketing

- Basics of Affiliate marketing
- Understanding Affiliate Marketing
- Intelligent Keyword Research & Analysis
- Choosing Right Products : Clickbank , CJ
- Affiliate Marketing secrets
- Building Affiliate Pages using CMS
- Affiliate Marketing History
- Getting started as an Affiliate
- How to be an Affiliate Marketer and makes money

Google AdSense

- What is AdSense
- Google AdSense program
- Google AdSense Approval process
- Google AdSense secrets
- How to get relevant AdSense Ads
- Making money with Google AdSense
- Google AdSense revenue sharing model
- Google AdSense Optimization tips

Web Analytics

Web Analytics is a critical component to improve the measurable results of any business exists in internet. Our competent experts will economically present statistics to manage your business, especially when coupled with our offered consulting. Our Analytics and Conversion Optimization services page describes ways that we can assist you with ROI calculations and traffic increasing projects.

Bing

Bing Ads previously known as MSN adCenter is a search and display network platform from Microsoft. Using world's third largest advertisement network you can reach your customers globally.

Yahoo

Yahoo Ads is another choice for you to introduce your business to the global customers. Using Yahoo search and display advertisement platform you can increase your business revenue.

Sales Management

Sales management is one of the core business functions that not only focus on higher ROI but also on cost optimization. Setting profit-based sales targets, quotas, sales forecasting, demand management and the writing and execution of a sales plan will lead to higher conversions.

Mobile Marketing

Discover how to utilize the power of mobile and smart-phone devices as a way to access increasingly mobile consumers.

Cost : INR 10500/- (Special Discount for group)

Duration : 55 Hours Class : Weekend/Weekday

Trainer : Working professional with 5 years experience in a MNC.

Project : one real time client based project.

Demo : Attend Free Demo class before joining us.