INTRODUCTION TO DIGITAL MARKETING

- Key concepts of digital marketing
- Benefits of digital marketing
- How digital marketing evolved
- Who's using digital marketing?
- How traditional and digital media differ?
- What are inbound and outbound marketing?
- Understand the future of digital marketing
- Career scope in Digital Marketing
- What is the Internet and how it works?
- How the internet evolved?
- What is a search engine?

- Types of search engine
- How does the search engine work?
- Why is google the world's best search engine?
- Ranking factors of google
- What are the reasons for yahoo's failure?
- Tools required in digital marketing
- What is advertising?
- What is online advertising?
- What is AdWords?
- Some of the best digital marketing case studies

WEBSITE DESIGN GUIDELINES

- What is the Website?
- What is www?
- What are the different types of websites?
- Web page vs website
- Difference between blog vs website
- Components of the website
- Purpose of creating websites
- How to build a web page?
- Web design vs web development
- What makes a website user-friendly?
- Dynamic vs Static website
- What are responsive websites?
- Build your own portfolio website

WORDPRESS WEBSITE CREATION

- Adding a video to your website
- Add social sharing buttons
- Working with dashboard
- What are Plugins and their uses?
- What is the widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms, Privacy, and Disclaimers
- Difference between Posts and Pages
- Integrating google analytics
- Adding a site to webmaster tools

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IDENTIFY

DEFINE
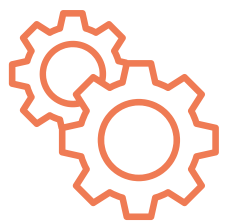
CONCLUSION

SEARCH ENGINE OPTIMIZATION

- Introduction and Understanding of SEO?
- How does Search Engine work?
- Basics of SEO
- On-Page SEO vs Off-Page SEO
- What is the main purpose of using keywords in SEO?
- Some important SEO tools
- What is link building and why does it matter?
- What are backlinks?
- What is an outbound link?
- Difference between do-follow and no-follow links
- What are meta tags
- What is an anchor text?
- What is robots.txt?
- What is the landing page?

- Latest updates in Google search algorithm
- Panda algorithm vs Penguin algorithm
- How to remove toxic links to a site?
- What is Sitemap? How is it important?
- What is social bookmarking?
- What is social networking?
- What is RSS feed?
- What are google sitelinks?
- What is google my business?
- Popular SEO Blogs to follow
- What is Alexa Ranking?
- Why we use content marketing for SEO?

OFF PAGE SEO

SEO
Search Engine Optimization
Search engine optimization is the art and science of
attractive to search engines. More narrowly, SEO seek

ON PAGE SEO

Syllabus

KEYWORD RESEARCH AND PLANNING

- What are Keywords?
- Types of Keywords
- Keyword-based on length
- History of Keyword Research
- Why is keyword research important?
- LSI Keywords
- What is the keyword research process?
- Understanding your target market
- What is Keyword Density, and does it matter?
- Know what your people want
- How to use google keyword planner?
- How to do the business analysis?

SEARCH ENGINE OPTIMIZATION

- **What is Social Media Optimization?**
- **What is Social Media Marketing (SMM)?**
- **Search Engine Optimization vs Social Media Optimization**
- **List of social media**
- **Importance of social media**
- **How Social Media Affects SEO?**
- **How to promote business through SMO**
- **What is Viral Marketing**
- **Social media success tracking tools?**
- **What type of social media content converts best?**
- **What is the responsibility of a social media manager?**
- **Top social media marketing tools to consider?**
- **Some common social media mistakes**
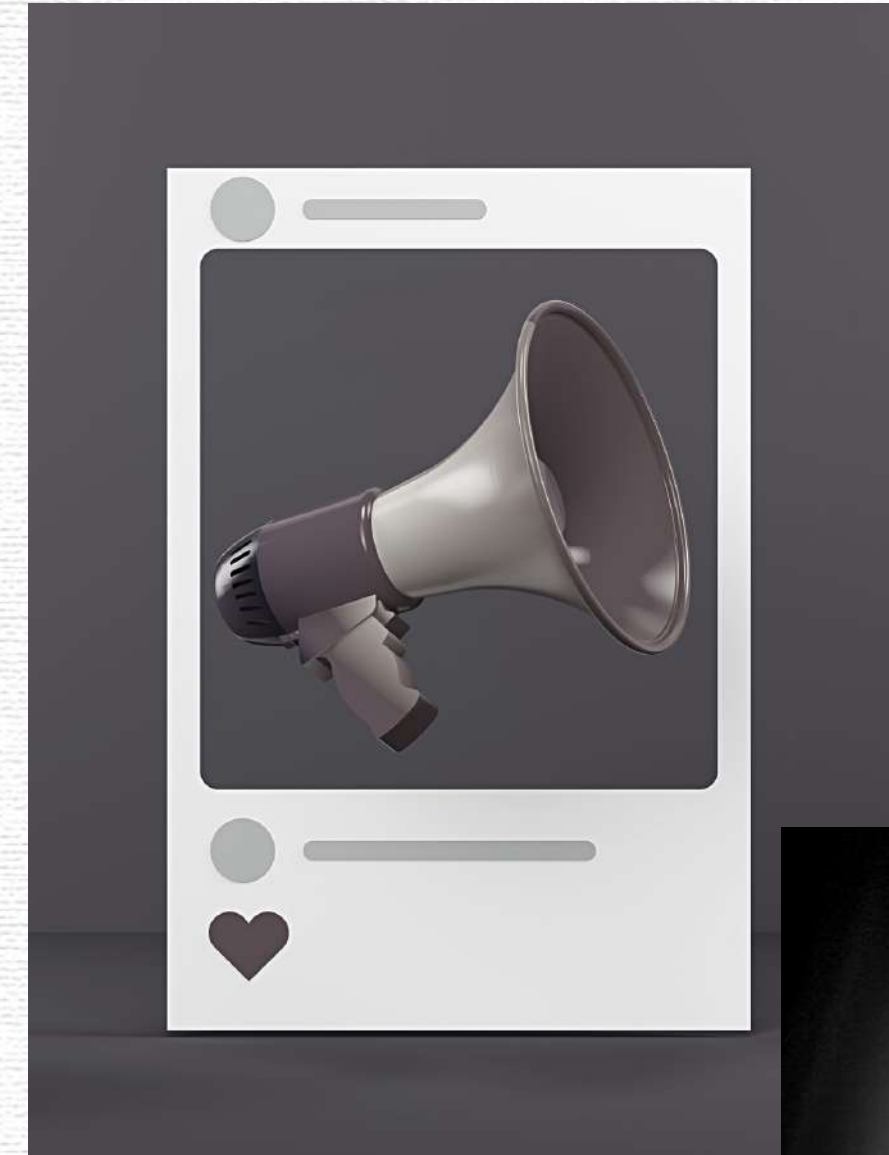
FACEBOOK MARKETING

- Facebook Insights
- Facebook Algorithms
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management

INSTAGRAM MARKETING

- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to Drive Engagement
- Switching Accounts
- Lead Generation through Instagram

LINKEDIN MARKETING

- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns

HOTSTAR MARKETING

- Introduction of Hotstar
- Hotstar Campaigns
- How to Create Ads
- Custom Audience in Hotstar

VIRAL MARKETING

- Understanding About Trends
- Searching Trends
- Creating Content Go Viral

PINTEREST MARKETING

- Why use Pinterest for business?
- How to set up a Pinterest account for your business
- Analyze Work
- Spice Up Your Strategy
- How to Create Popular Pins
- Images that Work

YOUTUBE MARKETING

- YouTube Channel Creation

- Video Creation, Uploading and Optimization

- Video Content and story line ups

- Channel Monetization

- How to earn like a Boss

- Case Study
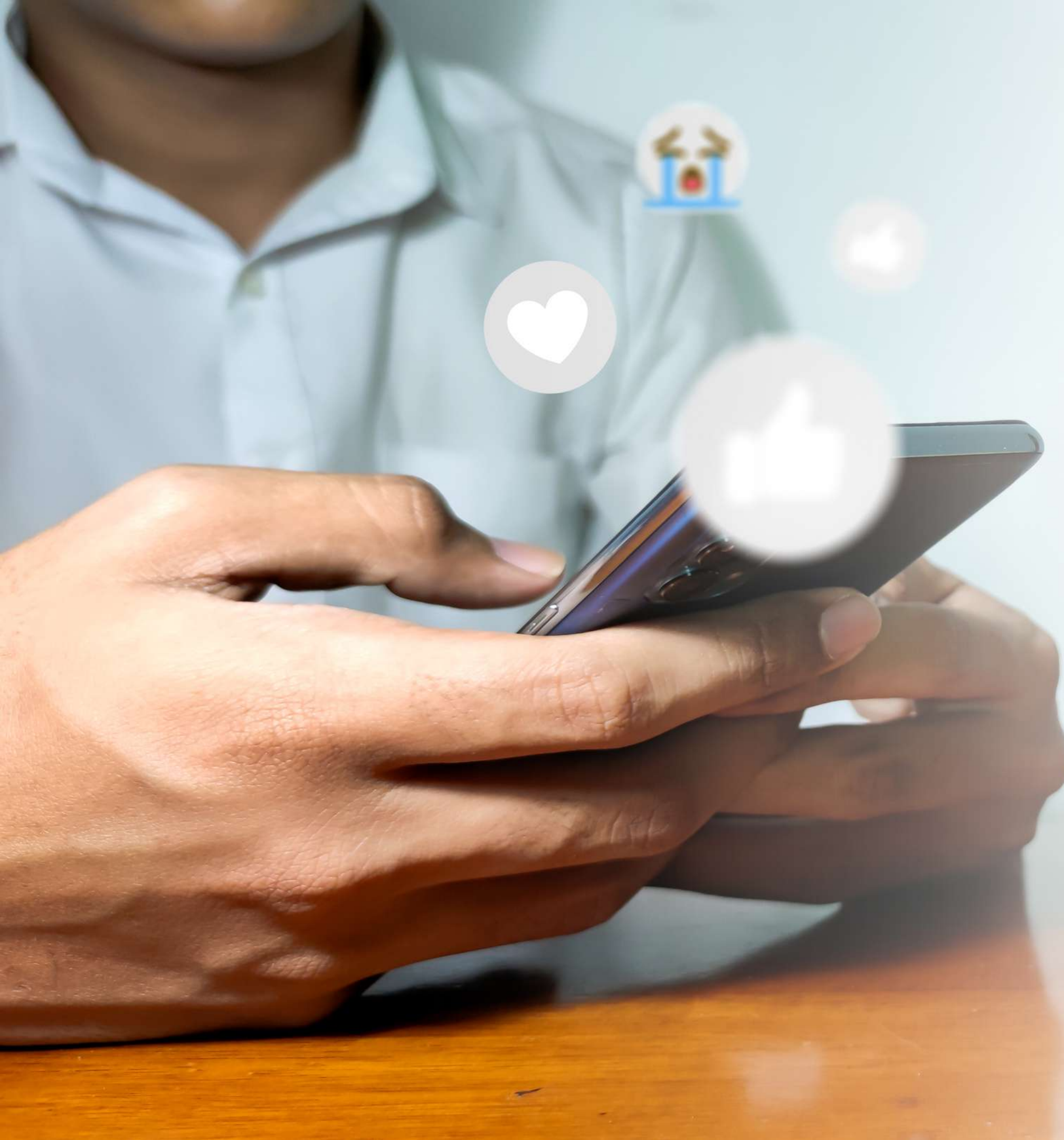
Social Media Automation

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can & Can't Automate
- Automating Social Media Reporting & Analytics
- Find the best time to share
- Rules of Smart Social Media Automation

GOOGLE ALGORITHMS

- Intro to Google Algorithm
- Types of Google Algorithms
- How Algorithms works
- How to adjust Algorithms
- Check if you have been hit by any of them
- Major Google Algorithm changes and Penalties

GOOGLE SEARCH CONSOLE

- Understanding of Google Search Console
- Using Google Search Console to Increase Traffic
- Crawl Stats Vs Crawl Error
- Removing Spam Backlinks from Website
- Index Pages in Google Search Console

GOOGLE ADWORDS

- What is AdWords?
- Ads Placement
- How to get approval for AdWords?
- How to get Ads on your Blog/YouTube
- Content and traffic strategy
- Guidelines and requirements

ONLINE DISPLAY ADVERTISING

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads
- Payment Modules

REMARKETING

- How do Remarketing Ads work?
- How much does Remarketing Cost
- What is Remarketing Campaign
- How to target non-converting audience segments
- How to Boost Conversions with Remarketing
- Strategies for Better Remarketing

GEO-TARGETING

- Intro to Geo-Targeting
- IP Based Geo-Targeting
- How to reach visitors from different countries
- Keyword Selection Based on Geographic Targeting
- Tracking Email location
- Website Planning Based on Geographic Targeting
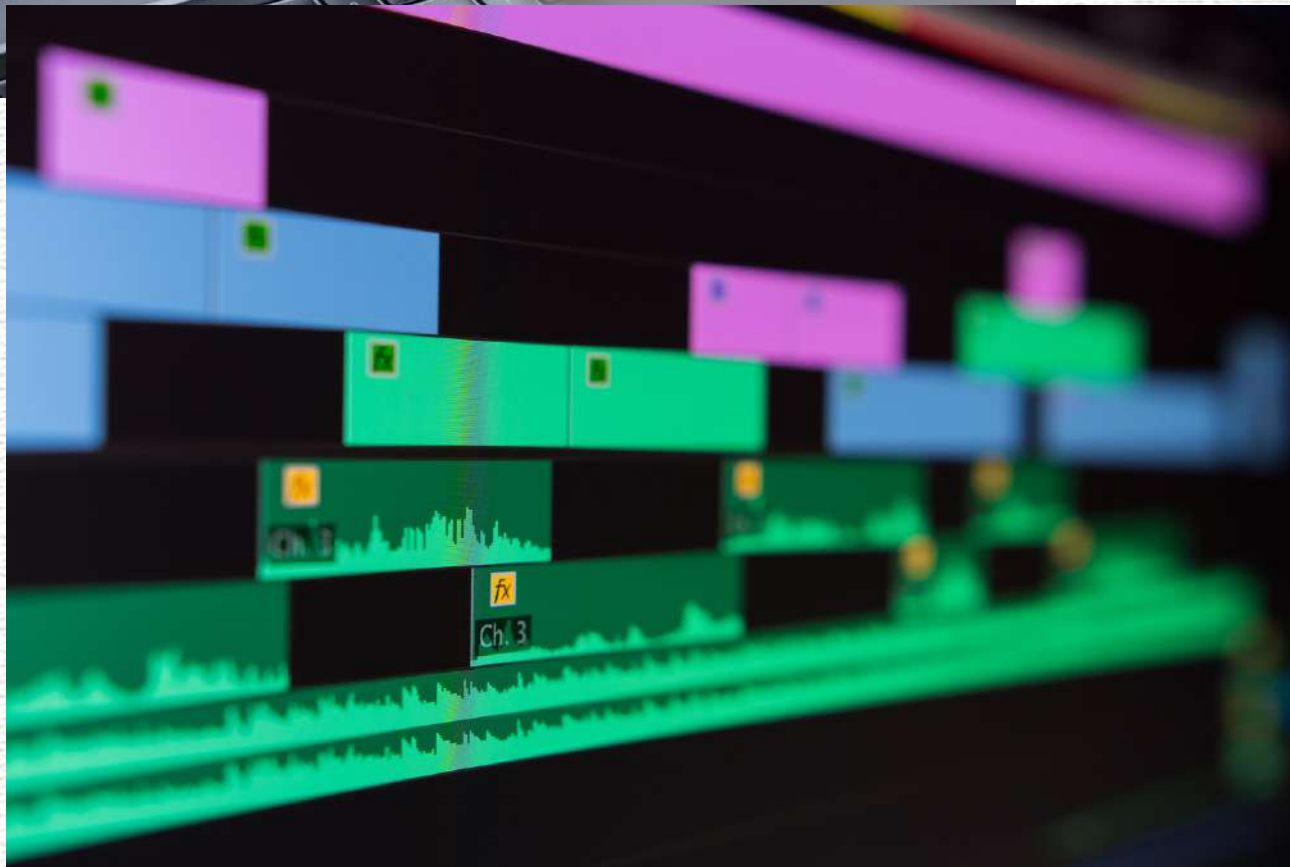
EMAIL MARKETING

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line?
- Why Email automation is required?
- Designing an effective Email campaign
- Tracking Email Marketing Reports
- Email Guidelines

PHOTO / VIDEO EDITING

- Basic of Photoshop
- Editing Image
- Crating Creatives
- Basic of Canva
- Marking Ads with Canva & Hacks of Canva
- Basic of Video Marketing
- Hacks of Video Marketing