

DIGITAL MARKETING

Your revolution starts here

Course Highlights

Online Marketing

- Introduction to Online Search.
- Understanding How Search Engines Work.
- Understanding Google Page Rank.
- Introduction to Search Engine Optimization.
- How to Build an Accessible Site?
- Keyword Research and Optimization.
- Link Building Strategies.
- Useful Tools for SEO.
- The Past, Present and Future of SEO.

SEO On-page Optimization

- What is On-page Optimization
- Keyword Research with Google Keyword Planner
- How to select Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags - Description, Keywords, Author, Country, Robots
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Robots.txt file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- ROR text sitemap

- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- Why is Alexa Rank Important?
- Alexa Integration

Off-page Optimization Course

- What is Off-page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to increase Page Rank?
- Search Engine Submissions
- What is Content Writing?
- Directory Submissions
- Article writing and submissions
- Press Release writing and submissions
- Blog posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds

Search Media Marketing

- Introduction SMO.
- Why Social Media?
- Getting Started with Social Media.

- Building Relationships via Facebook.
- Building Relationships via Twitter.
- Building Relationships via LinkedIn.
- Marketing through YouTube.
- Handling Positive and Negative. Comments
- Social Media Content Base Creation.
- Who is Doing it Right ?**S**

BASICS OF PPC

- Google Adwords Account Creation
- Campaign creation basics
- Running your first Google Adwords campaign

GETTING STARTED WITH PPC

- Before you optimize
- Process Improvement Methodologies
- New to PPC – Where to Start
- Tools & Add-ons
- Search Engine Guidelines
- Learning Resources
- 7 Habits of Highly Effective PPC
- PPC as a Life Skill
- FAQ on PPC

ACCOUNTS AND CAMPAIGN BASICS

- Account Management Basics
- Campaign Management Basics
- Ad Group Management Basics

TARGETING AND PLACEMENTS

- Overview of Targeting and Placements
- Keywords and Keyword Targeting
- Language & Location Targeting
- Placement Targeting for the Display Network CSS
- Location Extensions

AD FORMATS

- Overview of Ad Formats
- Ad Formats Guidelines & Best Practices

BIDDING AND BUDGETING

- Overview of Bidding
- Overview of Budgets

POLICIES AND AD QUALITY TOPICS

- Policies
- Ad and Site Quality
-

BILLING AND PAYMENTS

- Overview of Billing and Payments
- Billing – Postpay Options
- Billing – Prepay Options
- Billing – Monthly Invoicing

DISPLAY ADVERTISING ON THE GOOGLE DISPLAY NETWORK

- Communicating Value of Display and the Google
- Display Network
- Plan a Campaign
- Generate Creative's
- Implement a Campaign and Ad Groups
- Measure Performance
- Optimize and Refine

DISPLAY ADVERTISING ON YOUTUBE

- Communicating Value of Display on YouTube
- Plan a Campaign
- Generate Creatives
- Implement a Campaign and Ad Groups
- Measure Performance
- Optimize and Refine

DISPLAY ADVERTISING ON FACEBOOK

- Communicating Value of Display on Facebook
- Plan a Campaign
- Generate Creatives
- Implement a Campaign and Ad Groups
- Measure Performance
- Optimize and Refine

DISPLAY ADVERTISING ON LINKEDIN

- Communicating Value of Display on LinkedIn
- Plan a Campaign
- Generate Creatives
- Implement a Campaign and Ad Groups
- Measure Performance
- Optimize and Refine

TOOLS

- Overview of Tools
- Editor

PERFORMANCE MONITORING AND CONVERSION TRACKING

- Reporting
- Conversion Tracking Basics
- Advanced Conversion Tracking and Best Practices

GOOGLE ANALYTICS

- Overview of Google Analytics

- Getting Started with Google Analytics
- Google Analytics Goals and Funnels
- Google Analytics Filters
- Overview of Google Analytics Reporting
- Google Analytics Report Types
- Related Google Analytics Tools and Services
- Driving Improvements with Google Analytics Data

OPTIMIZING PERFORMANCE

- Overview of Optimization
- Optimizing Campaigns and Ad Groups
- Optimizing Websites and Landing Pages
- About Google Website Optimizer
- Using Google Website Optimizer
- Optimizing for Greater Conversions

MANAGING MULTIPLE ACCOUNTS

- Overview of Managing Multiple Accounts
- Managing Accounts with My Client Center (MCC)
- Using API of Google Adwords

Analytics

- Web Analytics and Intelligence Tools.
- Introduction to Google Analytics.
- Goals and Actionable Insights.
- Data Management.
- Social Media Analytics.
- Social Media Goals and KPI's.
- Tools for Social Media Analytics.