Course Curriculum*

DIGITAL MARKETING FUNDAMENTALS

- Introduction to Digital Marketing
- Key Performance Indicators
- Types of Digital Marketing
- The Noob Guide to Digital Marketing
- Digital Marketing Mix
- Digital Marketing Process
- How Search Engines read a website?
- Latent Semantic Indexing
- Landing Page Guidelines
- Top 3 Call to Action Techniques that work
- Sales Messaging & Conversion rate optimization
- Anatomy of a SERP

SEO

- SEO
- On-page SEO Factors
- Google Ranking Factors
- Keyword Research
- Competition Analysis

ON-PAGE SEO FUNDAMENTALS

- SEO Title Tags
- Meta Description
- Meta Keywords
- SEO Permalink Structure
- Breadcrumbs & SILO Content Structure
- Heading Tags – H1, H2, H3, H4, H5, H6
- Image ALT Tags
Keyword Proximity
Keyword Density & Consistency
SEO Content writing style
Contextual Internal & External Links
On-page SEO for a Self-Hosted WordPress Web page

ADVANCED SEO

301 Permanent Redirect and Canonical Tags
Sitemap
Robots.txt and Meta Robot
Rich Snippets / Rich Cards
Open Graph
Page Caching & Page Speed
RSS Feed
404-Error – Broken Links
Geo Tagging
Text to HTML Ratio
Mobile Responsiveness
Boilerplate Content & Cornerstone content
Various SEO Audit Tools
SEO Glossary

OFF-PAGE SEO AND POPULARITY BUILDING

Types of Links
NoFollow, DoFollow Links and PageRank
Anchor Text and Natural Link Profile
Link Pyramid & Link Wheel
Link Building Best Practices, PA and DA
How to Find Relevant Sites for Backlinks
FFA / MFA Sites
SEO Don’ts (Black-hat Techniques)
SEO for beginners Handbook by SEJ
LOCAL SEO

- Google Local SEO & Map Listing
- Google Local Reviews Policy Guidelines

ECOMMERCE SEO

- ECommerce SEO
- 5 Tips to optimize Ecommerce product detail page

GOOGLE SEARCH CONSOLE

- Google Webmaster Tools (GWT) or Search Console complete guide (advanced with link disavow & more)
- Top 3 ways to combat Google Penalty

CONTENT MARKETING

- The Anatomy of Content Marketing
- The State of Content Marketing
- The Path to Content Marketing
- Where and how to do content marketing
- How to grow your business using content marketing
- How to get killer content ideas
- 21 Rules of Content Marketing
- The Content Grid
- Secrets of Killer Blog Posts

GOOGLE ADWORDS/PPC

- What is Adwords
- Definition of PPC/CPC & PPA/CPA, Enhanced CPC
- Types of Ad Networks: Search, Display, Shopping, Video, Mobile
- Image Ad Types
- Bidding
- Quality Score
- Adwords Keywords
- Broad Match Modifier
- Ad Group & Ad Copy
- Ad Extension
- Remarketing
- Automation Rules
- Dimensions
- Conversion Tracking
- Adwords Reports & Optimization
- Adwords Policy
- Adwords Help Center
- How to create a search network only PPC campaign
- Adwords Search Ads – Concept Excel Sheet
- How to create a display network only campaign
- How to create video ad campaigns
- How to setup shopping ad campaign
- How to create Gmail Ads?
- Dynamic Search Ads
- Adwords Screenshots
- What is Free Clicks in Adwords?
- Measuring performance in Search network Ads
- Measuring Display Ad performance
- Measure Video Ad Performance
- Non-skippable Video Ads
- Monitor & Optimize Your Shopping Campaign
- Analytics and AdWords
- Other Media Buying Techniques
- Useful Third Party Resources on SEM
- Solved Question Answers for Adwords Fundamental
- Solved Question Answers for Adwords Advanced Display Ads
- Google Adwords Exam Study Materials
SOCIAL MEDIA MARKETING

- What is Social Media Marketing
- Social KPI and Engagement Metrics
- Types of Social Media Marketing
- Social and Brand Building Guidelines
- Best Practices for Social Media Marketing
- Cross Platform Integration, Social Logins, etc
- Software Used in Social Media Marketing
- Sharing Avalanche of Social Media
- 100 Killer Ideas for your Social Media Content
- Facebook Profile
- Facebook Marketing: Use of Positive & Negative Emotion Words
- Facebook Blueprint Certification
- Facebook Ads & Pixel Canvas
- Get the most out of Twitter
- Social Media Marketing Handbook by SEJ
- Linkedin, G+, Pinterest, Quora & Others

EMAIL MARKETING

- Email Marketing – Complete Guide, Definition & Types
- CAN SPAM Act and Email List
- Subject and Body of an Email campaign
- Email Click Rate and Bounce Rate
- Email Spam and Abuse
- Email blacklist, whitelist, opt-in and UTM tracking
- Email Campaign Delivery Checklist

BULK SMS MARKETING
● SMS Marketing
● SMS Marketing- Type, Sender ID, DND/Non DND and more

GOOGLE ANALYTICS
● Google Analytics – What to do and what to get?
● Analytics Tracking Code
● Analytics Goal Setup
● Analytics Funnel View
● Analytics Ecommerce tracking and WordPress plugin
● How to Check Analytics and Derive Custom Report
● Google Analytics – Explanation Excel Sheet
● Solved Question Answer for Analytics

MOBILE MARKETING
● Mobile App Marketing & ASO
● Mobile app development tools

WEBSITE PLANNING & CREATION
● How to select domain names
● Domain Control Panel
● Anatomy of Cpanel, Web Hosting and Types
● Filezilla & FTP Concept
● Softaculous Auto Script and about CMS – WordPress, Joomla, Drupal, Magento
● WordPress Theme and Backend
● WordPress Maintenance and Security
● Web Design and Content best practices
● Ecommerce concept
AFFILIATE MARKETING

- Affiliate Marketing
- Affiliate Marketing – Platforms, Best Practices, Link Cloaking and more

ORM

- Online Reputation Management
- ORM Tools

LEAD GENERATION

- Lead Generation & Growth Hacking

EARNING MONEY ONLINE

- Best ways to earn money online

CONTENT WRITING

- Function & Purpose of a website
- Decoding Reader’s Psychology
- Goal of a website – Writer’s contribution
- Writing a compelling web page
- War of Words: Web Writer’s Choice
- Building up web page content
- Writing Headlines that matter
- The ABC of bullet points
- Tips to write magnetic content
- Improve creativity in web content writing
- Role of keywords in web content writing
- Use of keywords in content heading
● Relevance of keyword density in web content
● Become a more productive content writer
● A writer’s identity – Unique Voice
● Web Writer’s Friend – Twitter
● How to create compelling content- By Brian Clark – Founder of Copyblogger

EFFECTIVE NEWSLETTER WRITING

● Why newsletters?
● What readers look for in your newsletter?
● Subject line to increase open rates in newsletter
● Get more CTR on your newsletter
● Make your newsletter personal
● Newsletter writing mistakes
● Tips to write engaging newsletter content
● Anchor text secrets of newsletter
● Make your newsletter readers curious
● Touch-base with your newsletter readers
● Writing inspirational newsletter
● Email Newsletters 101 by Michael Griffin

ADD ONS

● Misc. Videos
● How to use Google search like a Pro
● How Search Works in 2016 and thereafter…
● Killer SEO Checklist [Infographic]
● Bulk Location upload via Google Places or Google Local
● More Local SEO Tips
● What is Keyword cannibalization
● Facebook Post Samples & Ideas
● Digital Marketing – Brief Steps & Simple Blueprint
● What to consider while creating Robots.txt file for ecommerce sites
● SEO Checklist for New Websites – Useful Third Party Resource
● 120 Adwords Scripts to supercharge your PPC campaign
Insights & Books directly from Google
Many more modules

REPORTS & TEMPLATES

Sample Report & Template Formats

WEBINAR

Live Sessions and Webinars
Free Webinars on Digital Marketing

EVALUATION TEST

SEO Quiz
The Adwords Quiz

* Our course syllabus is regularly updated as per the latest industry trend! Our course syllabus is consisting of both online & classroom modules. Trainers reserve the rights of altering/customizing the syllabus whenever necessary.