

Digital Marketing Course Content

1. Digital Marketing:

- What is Marketing
- What is Digital Marketing
- Inbound Marketing Methodology
- Difference b/w traditional & Digital Marketing
- ROI b/w Traditional & Digital marketing
- Diagnosis of Website
- Set targeted Audience
- Tools for digital Marketing

2. Search Engine Optimization:

- Introduction to SEO
- Why do we need SEO
- SEO objective
- on page & off page Optimization
- statistics
- Page linkings
- crawling
- How to increase Traffic
- Adding Keywords
- Tools for SEO
- Competition Analysis
- Black Hat SEO
- White Hat SEO
- Server side Optimization
- Google Algorithm and Updates
- Web position Analysis
- Making our website SEO Friendly

3. Search Engine Marketing:

- Introduction to Search Engine Marketing
- Tools used for Search Engine Marketing
- What is Pay per click
- PPC/Google Adwords Tools
- Advertising Techniques
- Report generation & Analysis
- Marketing Techniques
- Bid Management Plan
- Effective Landing Pages
- Performance Tracking
- Ad Writing Techniques
- Bid Management Plan

4. Email Marketing:

- What is Marketing
- What is Email Marketing
- How it is Beneficial to our Business
- Email Marketing Tools
- Sending Mails through Business Email
- Creating spam filters
- Advertising our brand through Emails
- creating our own templates for Advertising
- creating headlines
- Targeted Audience

5. Facebook Marketing

- What is Marketing
- What is Facebook Marketing
- Set up Facebook for business development
- Advertising with Facebook
- Types of Advertising
- Posting images on Facebook
- Posting videos on Facebook
- Facebook Tools
- Targeted Audience
- Facebook Tools
- Facebook Branding

6. Google AdWords & AdSense

- What is Google AdWords & AdSense
- Types of ad targeting tools
- Types of Ads
- ROI measurements techniques
- Different Ad Formats
- Search Foundation Review
- Ad and site Quality
- Adword Tools
- Performance Monitoring and Reporting
- Optimizing Performance
- Performance, Profitability and Growth
- AdWords API