

Digital Marketing Training

Week 1

❖ Introduction to Digital Marketing

- ✓ What is Digital Marketing?
- ✓ Benefits of Digital Marketing
- ✓ Digital Marketing Platforms and Strategies
- ✓ Defining Marketing Goals

❖ Introduction to Search Engines

- ✓ How the search engine works?
- ✓ Search Engine algorithms
- ✓ Google SERP (Search Engine Results Pages)
- ✓ Online Tools
- ✓ Latest Updates in Search Engine
- ✓ Panda, Penguin, Hummingbird and Pigeon

Week 2

❖ Keyword Research and Their Role in SERP

- ✓ Introduction to Keyword Research
- ✓ Keyword Research Methodology
- ✓ Keyword Research Tools
- ✓ Keyword Competition Analysis
- ✓ Finalizing the Keyword List
- ✓ Keyword Density, Proximity and prominence.
- ✓ Keyword Research of a Competitor
- ✓ Practical Implementation for a live Site

Week 3

❖ On-Page SEO Optimization

- ✓ Introduction to an On-Page Optimization
- ✓ Website Analysis Methodology
- ✓ Title Tags Optimization

- ✓ Description Tags Optimization
- ✓ What is Webmaster tool and integration
- ✓ Google Analytic verification Process and introduction
- ✓ Use of robots.txt
- ✓ Sitemaps Generation and Integration
- ✓ 301 & 302 Redirects
- ✓ Canonicalization
- ✓ 404 Broken Links handling
- ✓ Website Speed
- ✓ Mobile Responsive Site Checkup
- ✓ Rich Snippets/ Structure Data
- ✓ Image Optimization & Alt Tags
- ✓ H1, H2, H3, H4, H5, H6 bold/Italic tags
- ✓ Practical Implementation for a live Site

Week 4

❖ **Competitor's Analysis**

- ✓ Identification of competitors in the market
- ✓ Analysis of their SEO structure
- ✓ Competitor's Marketing Strategies Analysis
- ✓ Performing SWOT
- ✓ Report Preparation for a client
- ✓ Practical Implementation

Week 5

❖ **Content Creation**

- ✓ How to create effective content?
- ✓ How to choose a best title?
- ✓ Optimization of Keywords
- ✓ Length of the content
- ✓ Difference between **Thin and Rich** Content

- ✓ Difference between **Blog and Article**

Week 6

❖ Off-Page SEO Optimization

- ✓ Introduction to Link Building
- ✓ Linking Methodology
- ✓ Nofollow/dofollow/Noindex tags
- ✓ Link Analysis Tools
- ✓ Infographics Creation and Submission
- ✓ Citations
- ✓ Reviews Posting
- ✓ Classified Advertisement
- ✓ Guest Blogging
- ✓ Press Releases
- ✓ Blog/Article Creation
- ✓ Link Building Resources
- ✓ Social Bookmarking

Week 7

❖ Local SEO & Disavow Links/Bad Link Removal/Reputation Management (ORM)

- ✓ What is Local SEO?
- ✓ Importance of Local SEO
- ✓ Google My Business Page Creation
- ✓ Local SEO ranking Signals
- ✓ Bad links Analysis/identification/Removal
- ✓ How to Use Disavow tool
- ✓ Introduction to ORM
- ✓ Implementation of ORM
- ✓ Brand Monitoring

Week 8

❖ Social Media Marketing (SMM)

- ✓ Introduction to Social Media
- ✓ Social Media Strategies
- ✓ Impact of Social Media on Marketing

❖ Facebook Marketing

- ✓ Facebook Account Setup
- ✓ Personal Account Properties
- ✓ Facebook Marketing Strategies
- ✓ Facebook Business Page Setup
- ✓ Facebook Event/Group Setup and Promotion
- ✓ Facebook Insights
- ✓ Increase Likes, Types of posts
- ✓ Sponsored Facebook Advertisement

❖ Google+ Marketing

- ✓ Introduction and benefits of Google+
- ✓ Creating Profile and Managing Connections
- ✓ Google+ Groups

Week 9

❖ Twitter Marketing

- ✓ Introduction Profile Creation and Management
- ✓ Type of Tweets and Statistics
- ✓ #Hashtags and its uses
- ✓ Twitter Analytics
- ✓ Analysis of Big Brands
- ✓ Increasing Followers

❖ YouTube Marketing

- ✓ Channel Creation, Video Upload and Optimization
- ✓ Custom Settings in Video
- ✓ YouTube Engagement Metrics
- ✓ Increasing Subscribers

❖ Pinterest Marketing

- ✓ Introduction and Creating Pinterest Account
- ✓ Boards, Pins in Pinterest
- ✓ Pinterest Analytics
- ✓ Generating Engagements and Use of Infographics

Week 10

❖ LinkedIn Marketing

- ✓ Introduction to LinkedIn and its benefits
- ✓ Profile Creation/Optimization, Skills Endorsements
- ✓ Creating New Connections
- ✓ Recommendations on LinkedIn
- ✓ LinkedIn Groups, Finding jobs

❖ Instagram Marketing

- ✓ Creating Instagram Profile
- ✓ Use of #Hashtags
- ✓ Picture Dimensions
- ✓ Increasing Followers/Following

❖ Email Marketing

- ✓ Introduction and Importance of Email Marketing
- ✓ Email Marketing Strategies & Email Marketing Software
- ✓ Newsletters Creation
- ✓ Types of Email Marketing Campaigns

Week 11

❖ Google Analytics

- ✓ Introduction to Google Analytics
- ✓ Importance of Analytic to business
- ✓ Audience Reports
- ✓ Behavior Reports
- ✓ Traffic Reports
- ✓ Search Analytics
- ✓ Goal and Funnel Setup
- ✓ Preparing Reports

❖ Google AdSense

- ✓ What is Google AdSense
- ✓ AdSense Guidelines
- ✓ Website Ideas for Online earning
- ✓ Ads Limit in a Page

❖ Affiliate Marketing

- ✓ Introduction to Affiliate Marketing
- ✓ Affiliate Marketing Networks
- ✓ Apply for Affiliate Marketing Network
- ✓ Promoting the Affiliate Products

Week 12

❖ Pay Per Click (PPC)

- ✓ Introduction to PPC and benefits
- ✓ Google AdWords Account Setup
- ✓ What is MCC (My Client Center) Account
- ✓ Guidelines, Keywords Research
- ✓ What are negative keywords?
- ✓ Understanding Ad Auction and Types of CPC's

- ✓ Types of Ads, Formats, Bidding strategies, extensions
- ✓ Calculating ROI

❖ **Display Advertisements**

- ✓ Introduction to Display Ads
- ✓ Creating a Display Campaign
- ✓ Benefits, Bidding Strategies
- ✓ Placements Targeting
- ✓ Demographics

❖ **Introduction to Bing Ads**

Week 13 (onwards)

- ❖ Practical work

Note: The rest of the time period of industrial training will cover practical work to improve the efficiency.