

# 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**

- **Google Adwords Exam Guide & Links**

## **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.*