Introduction To Digital Marketing

• Traditional Marketing
• What is Digital Marketing
• Importance of digital marketing
• Digital marketing channels
• Opportunities in Digital Marketing
• Strategies in digital marketing

Search Engine Optimization (SEO)

• How Search Works (Introduction)
• What is SERP (Search Engine Results Pages)
• Job of A Search Engine
• What are Data centers
• What is Indexing
• What are Spiders, crawlers, or Bots
• White Hat SEO vs Black Hat SEO

Keyword Research

• Keyword importance
• Keyword Density
• Keyword Analysis
• Keyword Types
• Keyword Research Tools
• Primary Keywords

Off-Page Optimization

• What is Backlinks
• Quality vs Quantity
• Local & Off Page SEO Techniques
• Directory Submission
• Press Release
• Social bookmarking
• Article submission & Forum

On-Page Optimization

• META TAGS Optimization
• Title & Description Tag
• Canonical Tag

- Content optimization
- Headers (H1, H2...H6)
- URL Structure
- Image SEO
- Internal & External Link

SEO Reports & Tools

- Website Audit
- Competitor Analysis
- Duplicate Checker
- DA Checker & Speed Test
- Mobile-Friendlyly Test
- Spinbot

Search Engine Marketing (SEM)

1. Introduction

- What is google Ads
- Why Google Ads
- Ads Vs Organic
- Google Ads Dashboard Creation
- Dashboard Overview
- Keyword Planner

2. Key Terms

- CPC - Cost Per Click
- CPA - Cost Per Acquisition
- CTR - Click Through Rate
- CPV - Cost Per View
- CPM - Cost Per Thousand Impressions
- Bidding Strategies
- Budget
- Audience

3. Types of Ads Campaign

- Search Ads
- Display Ads
- Video Ads
- App Promotion
- Shopping Ads

• Remarketing

4. Google Ads Levels (hierarchy)

• Account
• Campaign
• Ad Groups
• Sitelinks
• Keywords
• Ads

5. Quality Score

• What is Quality Score
• Importance of Quality Score
• CTR - Click Through Rate
• Landing Page
• Ad relevance

Social Media Optimization & Marketing (SMO & SMM)

1. Introduction

• What is Social Media
• Importance of Social Media
• Platforms

2. Twitter

• Create Business Profile
• Business settings & List Creation
• Post Optimization, Hashtags & Trends
• Twitter Ads Dashboard
• Goal Setup & Website Visit
• Video Views & Audience
• Budget & Creatives

3. Facebook

• Introduction to Facebook
• Audience
• Create a page & Create Group
• Create events & Types of post
• Page Setting

- Case study of big brands
- Facebook Ads Dashboard
- Goal Setup & Lead generation
- Website Traffic & Whatsapp Ad
- Page Likes & Messenger Ad
- Audience, Budget & Creatives

4. YouTube

- Organic & Create Channel
- Video Upload & Youtube SEO
- Title Optimisation & Description & Tags
- Playlist & Thumbnail
- Cards, End Screen & Schedule
- Video Ads & Audience
- Keyword & Content Targeting
- Content Exclusion Budget
- Skip ads & non-skip ads

5. Instagram

- Create Professional Account
- Profile Setting & Types of Post
- Stories & Reels
- Hashtags, Post Format & Insights
- Instagram Ads Dashboard
- Goal Setup & Profile Visit
- Website Traffic & Direct message
- Audience & Budget
- Creatives, Call to Action & Reporting

6. Whatsapp Marketing

- Whatsapp vs Business Whatsapp
- Benefits of Whatsapp Business Account
- Creating Business Account
- Setting up a business profile
- Catalog management
- Greeting messages & Quick reply

7. Linkedin

- Organic & Profile Optimization
- Create Business Page

- Page Settings, Page roles & Job search
- Linkedin Ads Dashboard
- Goal Setup & Website traffic
- Lead & Video views
- Spotlight & Audience
- Budget & Creatives

Google Analytics

- Introduction
- What is google analytics
- Why Google analytics
- Google Analytics Dashboard Creation
- Connecting Demo Account
- Audience & Visitor Information
- Age, Gender & Location
- Device, Network & Sessions
- Bounce Rate
- Account Linking
- Google Ads & Search Console
- Other Google Products

Landing Page Techniques

- Elements of Landing Page
- Elements of Landing Page
- Converting leads into sale
- Landing page design & Color combination
- Image placements
- WordPress plugin for landing page
- Introduction Video

Blogging

- What is blogging & Niche selection
- Creating blog site & Adding categories
- Creating Post & Blog SEO
- Analytics & How to do affiliate
- Adding media & Content optimization
- How to Generate Traffic & Blog Monetization
- CTA Placements & Optimization
- Best Bloggers (Case Studies)

WordPress

• Search Console or Webmaster Tool
• Introduction
• What is CMS
• Website Types
• Domain
• Hosting
• SSL Certificate
• Wordpress Dashboard
• Creating pages
• Post Creation
• Categories
• Adding Media
• Customization
• Homepage setting
• Themes
• Menu & Linking Pages to menu
• Plugins, Widgets & Sidebar

Search Console or Webmaster Tool

• Introduction
• What is Search Console
• Importance Of Search Console
• Search Console Dashboard
• Account setup
• Metrics & Data
• Organic Reports
• Keywords Ranking Report
• Sitemap Check
• Robots.txt File
• Country Setup
• Crawl Check & Fetching
• Webpage live indexing
• Security checkup

Affiliate Marketing

• How to earn online & Affiliate Introduction
• How to do Affiliate & Reports Analysis
• Amazon Affiliate setup
• Generating affiliate links & Methods

- Affiliate Marketing Tools
- How To Track Reports
- Best Affiliate Sites

Email Marketing

- Introduction to Email marketing
- Why Email marketing
- Email Marketing Tools (Mailchimp, Sendgrid etc)
- Types of Email & List Creation
- Template Creation & Campaign Setup
- Subject Line Importance
- A&B Testing, Scheduling & Reports

Google My Business (GMB)

- Introduction To GMB
- Listing Business & Reviews
- Creating Post & Images
- Business Hours & Verification Process
- Adding multiple business

Graphic Design Using Canva

- Creating Canva account
- Choosing from Templates
- Selecting custom size
- Social media post & Customize Design
- Adding Images & Texts
- Tools Selections
- Working on Blank Canvas

Social Media Management Tool

- Types of SMM Tools
- Introduction to Buffer
- Creating Buffer Account
- Linking Social media channels
- Creating Post For different channels
- Scheduling post & Analysis

Remarketing

- Understanding Remarketing
- Remarketing with google ads
- Creating Remarketing Audience
- Website visitors
- How to target Audience
- Lifecycle of Remarketing list
- Frequency of Ads

Influencer Marketing

- Choosing right influencers
- Creating pitch for marketing
- Creating campaigns
- Budget & Reports

Quora

- About Quora
- Importance of Quora
- Setting Up Quora Account
- Finding right questions
- Writing perfect marketing answer
- Quora Ads, Goals & Conversion
- App Install, Traffic & Awareness
- Lead Generation & Reports & Analysis

Freelancing Techniques

- Freelancing Websites & Creating Account
- Setting up the profile
- Accepting Payments
- How to pitch clients
- Creating Client Proposal Format
- Understanding the client needs
- Goal setup & creating digital marketing strategy
- Reporting