



Digital Marketing Syllabus

➤ Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

➤ Website Creation

- Understanding about Internet, websites, domain, web server, web hosting etc.
- Planning of a website
- HTML Basic
- About CMS and creating website in Wordpress

➤ Search Engine Optimization

- What is SEO?
- What are search engines and their functions ?
- Understanding traffic, keywords etc
- On page optimization
 1. What is onpage SEO?
 2. Keyword Research With Google Keyword Planner
 3. Domain Selection & URL Structuring
 4. Head Section Optimization
 5. Meta Tag Optimization
 6. Redirection Tags
 7. SEO Friendly Content Writing
 8. Heading Optimization

9. Keyword Density, Spamming Stuffing

10. LSI (Latent Semantic Indexing)

11. Image Optimization

12. Video Marketing

13. Robots File Creation

14. Sitemap Creation & Submission (html and xml)

15. Website Tracking Tools (Google Analytics, Google Webmaster Tools)

• Off page optimization

1. What is Off page SEO?

2. Why Off page is Important

3. What are Backlinks?

4. Backlinks Creation Methods

5. Difference Between Do Follow and No Follow Backlinks

6. What is Google Page Rank

7. How to Increase Google Page Rank

8. Web Directory Submissions

9. Social Bookmarking

10. Article Writing & Submission

11. Press Release Writing & Submission

12. Comment Blogging



13. Classifieds Posting

14. Forum Posting

15. Link Exchange (One way, two way and three way)

16. Search Engine Submissions

17. RSS Feeds

- Local SEO

1. Google Business Listing (Google Maps)

➤ **PPC Advertising (Google Adwords)**

- Understanding in organic search results
- Introduction to Google adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google adwords account
- Understanding adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns- Search, Display, Video
- Difference between search & display campaign
- How does adwords rank ads
- Understanding adwords algorithm (adrank) in detail with examples

- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important
- Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group using keyword planner tool
- Understanding types of keywords Board, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads
- Creating ads
- Tracking Performance/Conversion



- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing

➤ **Social Media Marketing**

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

➤ **Facebook Marketing**

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Targeting in ad campaign

- Creating Facebook advertising campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.

➤ **Linkedin Marketing**

- What is Linkedin
- Understanding Linkedin
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding Linkedin Groups (Manage Linkedin groups)
- How to do marketing on Linkedin groups
- Linkedin Advertising & it best Practices
- Increase ROI from Linkedin ads
- Linkedin Publishing
- Company Pages

➤ **Twitter Advertising**

- Understanding twitter
- Tools to listen & measure influence on Twitter: Tweetdeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing



- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

➤ **Video Marketing**

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business
- Developing you tube video for Marketing strategy
- Get traffic through you tube channel/video to your website
- Create video adgroup
- Targeting options
- Understanding bid strategies

➤ **Google Analytics**

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytics account
- How to add analytics code in website

- Understanding goals and conversion how to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate how to reduce bounce rate
- How to setup goals
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

➤ **Mobile Web Marketing**

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics



- Fundamentals of Mobile marketing
- App Store optimization
- Creating mobile website through wordpress
- Advertising on mobile (App & Web)
- Targeting ads on Apps Targeting via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and difference
- SMS marketing

➤ **Online Reputation**

Management (ORM)

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

➤ **AdSense & Blogging**

- What is AdSense
- How to get approved for AdSense
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface Placing ads on your blog
- Creating blogs with our Free theme
- What is Blogging
- How to Blog
- What is Wordpress and How to Create with Wordpress
- Wordpress Themes and Plugins

➤ **Affiliates**

- What is Affiliates
- How to join and Earn with Affiliates
- Top Indian and Worldwide Bloggers
- How to Earn Money with Blogging

➤ **Ecommerce Marketing**

- What is Ecommerce
- Top Ecommerce Website around the world
- Ecommerce scenario in India



- How to do SEO of an Ecommerce website
- Why you need a solid Ecommerce marketing strategy
- Formulating right Ecommerce marketing strategy
- Ecommerce business
- Case studies on Ecommerce website

➤ **ASO (App Store Optimization)**

- What is appstore optimization
- Keyword optimization
- Tracking keywords
- Use of keywords in apps
- Use of apps icon
- Conversion rate optimization
- Keywords research tools
- Keywords placement