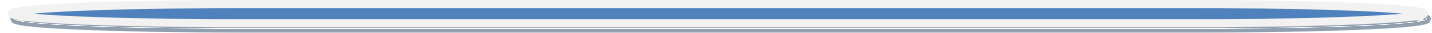
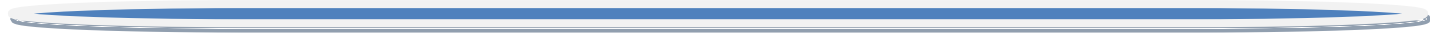


## Course Content of Digital Marketing

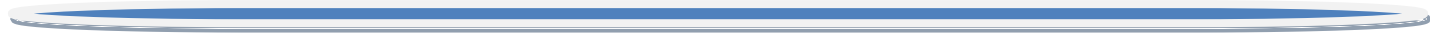
1	<b>What is Marketing:</b>	0.20 hrs
	• Understanding Marketing	
	• AIDA Model	
	• 4 Ps of Marketing	
	• Online and Offline Marketing	
	• KISS Formula	
	• Different Types of Marketing	
	• Integrated Marketing Communication	
2	<b>Digital Marketing Introduction</b>	0.20 hrs
	<b>Introduction To Digital Marketing: 20 mins</b>	
	• Glimpse of Online Marketing	
	• Introduction ON PAGE SEO	
	• INTRODUCTION OFF PAGE SEO	
• SOCIAL MEDIA MARKETING INTRODUCTION		
• WHY SOCIAL MEDIA MARKETING		
3	<b>INTRODUCTION : 2 HOURS</b>	2 hrs
	<b>Module I - Digital Marketing Overview</b> • What Digital Marketing Exactly Is?	
	• What is SEO (Search Engine Optimization)?	



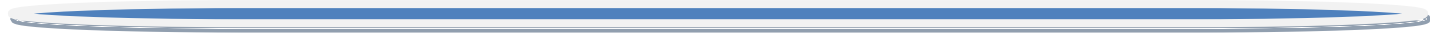
	<ul style="list-style-type: none"> <li>• What is SERP (Search Engine Results Pages)? • What is SEM (Search Engine Marketing)?</li> </ul>	
	<ul style="list-style-type: none"> <li>• What is SMO (Social Media Optimization)? • What is SMM (Social Media Marketing)?</li> </ul>	
	<ul style="list-style-type: none"> <li>• What is Blogging &amp; Purpose of Blogging? • What is Ad sense &amp; Affiliates?</li> </ul>	
	<ul style="list-style-type: none"> <li>• What is Email Marketing? • What is Mobile Marketing?</li> </ul>	
	<ul style="list-style-type: none"> <li>• What is Online Reputation Management?</li> </ul>	
	<p><b>Module II – Domain Registration Web Designing &amp; Hosting •</b></p>	
	<p>Website Designing &amp; Hosting</p>	
	<ul style="list-style-type: none"> <li>• Static &amp; Dynamic Websites • Start Designing Websites</li> </ul>	
	<ul style="list-style-type: none"> <li>• Purchasing Domain Names • Purchasing Web Hosting</li> </ul>	
4	<ul style="list-style-type: none"> <li>• Connecting Domain &amp; Hosting • FTP Users &amp; Using File Zilla. • Domain Control Panels</li> </ul>	
	<p>What is HTML, PHP, CSS &amp; Java Script • Different Qualities of Websites</p>	
	<p>Web Hosting Control Panels</p>	
	<p><b>Module III– Keyword Research with Google Keyword Planner •</b> What are Keywords and Key Phrases?</p>	
	<ul style="list-style-type: none"> <li>• Why Keywords are Important in SEO • What is Keywords Research?</li> </ul>	
5	<ul style="list-style-type: none"> <li>• Why Keyword Research in Important in SEO • What is Google Keyword Planner?</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Use Google Keyword Planner • Analyzing Keyword Competition</li> </ul>	
	<ul style="list-style-type: none"> <li>• Exact, Phrase and Broad Match in Keywords Research • Finding Best Keywords for Our Website.</li> </ul>	
6	<p><b>Module IV - SEO (Search Engine Optimization) Course Details</b></p>	1.30 Hrs



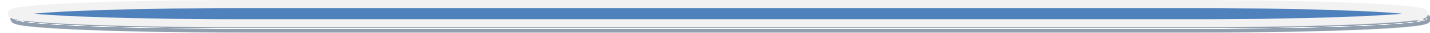
	<p><b>1. On Page Optimization - SEO</b> • Getting Started with Head Section</p> <ul style="list-style-type: none"> <li>• Understanding On Page SEO?</li> <li>• Domain Name Selection &amp; URL Structuring • Head Section Optimization</li> <li>• Meta Tags Optimization</li> <li>• Optimizing Title Tags, Description Tags, Keywords Tags, Robots Tags • Optimizing Open Graph Tags</li> <li>• Redirection Tags</li> <li>• SEO Friendly Content Writing • Heading Optimization</li> <li>• Keyword Density, Keyword Spamming and Keyword Stuffing • LSI (Latent Semantic Indexing) Technique</li> <li>• Image Optimization Strategies • Link Optimization Strategies</li> <li>• Robots File Creation</li> <li>• XML Sitemap Creation • Sitemap Submissions</li> <li>• Alexa Integration</li> </ul>	
7	<p><b><u>Difference B/W Online &amp; Offline Seo</u></b></p> <ul style="list-style-type: none"> <li>• What is online and offline SEO?</li> <li>• Platforms for Offline and Online SEO</li> </ul>	0.10 Hrs
8	<p><b>2. Off Page Optimization – SE</b> •</p> <p>What is Off Page SEO?</p> <ul style="list-style-type: none"> <li>• Backlinks Creation Methods</li> <li>• Difference Between Do Follow and No Follow Backlinks •</li> </ul>	2 hrs



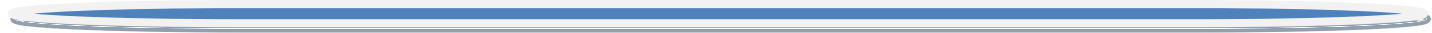
	<ul style="list-style-type: none"> <li>• How To Increase Google Page Rank •</li> <li>• Social Bookmarking</li> <li>• Article Writing &amp; Submission</li> <li>• Press Release Writing &amp; Submissions • Comment Writing</li> <li>• Guest Blogging</li> <li>• Classifieds posting • Forum Posting</li> <li>• Link Exchange (one way, two way and three way) • Search Engine Submissions</li> <li>• RSS Feed</li> <li>Why Off Page is Important? •</li> <li>What Are Backlinks?</li> <li>What is Google Page Rank</li> <li>Web Directory Submissions</li> </ul>	
9	<p><b>3. Search Engine Algorithms</b> • What Are Search Engine Algorithms</p> <ul style="list-style-type: none"> <li>• Why Search Engine Create Algorithms • Google Panda Algorithm</li> <li>• Google Penguin Algorithm • Google EMD Algorithm</li> <li>• Google Humming Bird Algorithm • Google Caffeine Algorithm</li> </ul>	1 Hrs
10	<p><b>Module V – Content Marketing</b> • Understanding Content Marketing</p> <ul style="list-style-type: none"> <li>• Importance of content in Digital Marketing • Creating Fresh and Unique Content</li> <li>• Tutorials and Event Based Content Marketing • Content Spinning</li> <li>• Grammar Checker Tools</li> <li>• Duplicate Content Checker Tools • Images in Content</li> <li>• SEO friendly Content Writing</li> </ul>	1 Hrs



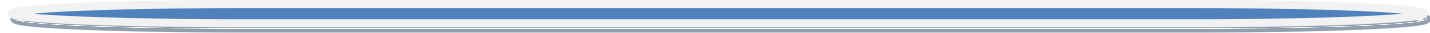
11	<b>Module VI - SEO Tools</b> • AHREFS – Website Analysis Tools	1 Hrs
	• Backlinks Checker Tools • Moz Domain Authority	
	• Moz Page Authority	
	• Plagiarism Checker Tools	
	• Automatic Sitemap Generator • SEO Toolbars	
	• Google URL Submitter • Google Site command	
	• Google Cache command • Google Link command	
12	<b>Module VII – Google Webmaster Tools</b> • Understanding Google Webmaster Tools	2 hrs
	• Importance of Google Webmaster Tools.	
	• Setting Up Google Webmaster Tools Account • Adding Websites to Google Webmaster Tools	
	• Tracking the performance of website in Google Webmaster Tools • Tracking clicks, Impressions, site Position and CTR's	
	• Google Manual Penalties	
	• Google Automatic Penalties	
	• Using Google Link Disavow Tool	
	• www and Non www website versions • GEO Targeting through GWT	
	• Link Analysis through GWT	
• Internal Link Analysis through GWT		
13	<b>Module VIII – Google Analytics Tool</b>	1 Hrs
	Understanding Google Analytics Tool Why Google Analytics Tool is Important Starting with Google Analytics Tool	



	Setup an account with Google Analytics Tool Adding site to GAT	
	Tracking visitors through GAT	
	Location, Browser, OS and Device tracking through GAT Real time and offline tracking through GAT	
	USE behavior tracking through GAT	
14	<b>Module IX - PBN Private Blogs Network</b> • Understanding the concepts of PBN	2 hrs
	• Why and Why not to create a PBN	
	• How to create a Private Blog Network • How to find Domains for a PBN	
	• How to find hosting for a PBN	
15	<b>Module X – Google Business /Places Listing and GEO Targeting</b> • What is Google Business?	1 Hrs
	• How to get listed at Google Business Center? • Google Business Verifications	
	• Setting Up your Business Profile in Google Places.	
	• Setting Up Profile Pictures and Cover Photos in Google Business. • Creating Reviews in Google Places	
16	<b>Module XI - Search Engine Marketing (Google Adwords)</b> • SEM Introduction	2 hrs
	• Understanding Google Adwords	
	• Account Creation and Setup in Google Adwords • Campaign Management	
	• Understanding Text, Display and Video Based Ads. • Sign-Up With Google Adwords	
	• How to create PPC campaign	

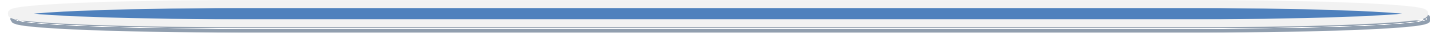


	<ul style="list-style-type: none"> <li>• How to select Keywords for PPC Campaign • Creating ADs for your PPC Campaign</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to manage bids in PPC Campaign • Creating Display Ads</li> </ul>	
	<ul style="list-style-type: none"> <li>• Creating Text Ads</li> </ul>	
	<ul style="list-style-type: none"> <li>• Creating Video Ads • Ad Extensions</li> </ul>	
	<ul style="list-style-type: none"> <li>• Monitoring Clicks, Impressions and CTR's in Adwords • Making Payments in Google Adwords</li> </ul>	
17	<b>Module XII - Google Adwords Certifications</b> • Google Adwords Exams Theoretical Preparation	
	<ul style="list-style-type: none"> <li>• Sign Up for Google Adwords Certifications</li> </ul>	
18	<b>Module XIII - Email Marketing</b> • What is Email Marketing?	1 Hrs
	<ul style="list-style-type: none"> <li>• How to Create HTML Looking Emails?</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Send Thousands of Emails Instantly. • How to get Email List?</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Save Your ID from Black Listing?</li> </ul>	
19	<b>Module XIV - ORM - Online Reputation Management</b> • What is ORM?	3 Hrs
	<ul style="list-style-type: none"> <li>• How to Manage ORM?</li> </ul>	
	<ul style="list-style-type: none"> <li>• Creating Positive Reviews. • Optimizing Review Pages.</li> </ul>	
	<p style="text-align: center;"><b>Different ORM Sites</b></p>	
20	<b>Module XV - Mobile Marketing</b> • What is Mobile Marketing?	1 Hrs
	<ul style="list-style-type: none"> <li>• Sign-Ups With Mobile Marketing Sites? • Creating Mobile Marketing Campaigns • Collecting Database</li> </ul>	
	<ul style="list-style-type: none"> <li>• Sending Bulk Messages</li> </ul>	
21	<b>Module XVI- Social Media Optimization</b> • What is Social Media (Basics)?	1 Hrs

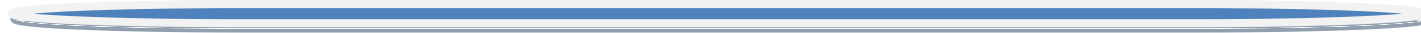


	<ul style="list-style-type: none"> <li>• Why Social Media is Important for Online Promotion?</li> <li>• Different kind of Social Media and Networking Sites.</li> </ul>	
22	<p style="text-align: center;"><b>Graphics and Video Creations</b></p> <ul style="list-style-type: none"> <li>• Different Type of Graphics</li> <li>• Sizes Of Different Graphics</li> <li>• How to Make Graphics</li> <li>• Softwares To Create Graphics</li> <li>• Graphic Text Rule</li> <li>• Creating Videos</li> <li>• Video Editing Software</li> <li>• What are Bytes</li> </ul>	5 Hrs
23	<p style="text-align: center;"><b>Facebook</b></p> <ul style="list-style-type: none"> <li>• How to create a page on Facebook?</li> <li>• How to Promote your business on Facebook?</li> <li>• How to Increase likes for your Facebook page?</li> <li>• How to Add Facebook Fan Page On Your Website? • Difference in Facebook profile, page and groups.</li> <li>• How to Join Groups and Promote your business.</li> </ul>	1 Hrs
24	<p style="text-align: center;"><b>Google Plus</b> • What Google Plus is?</p> <ul style="list-style-type: none"> <li>• How to Create Profiles on Google Plus?</li> <li>• Difference between Individuals and Company Profiles. • Why to Promote at Google Plus?</li> </ul>	0.30 Hrs
25	<p style="text-align: center;"><b>Twitter</b> • What is Twitter</p>	1 Hrs

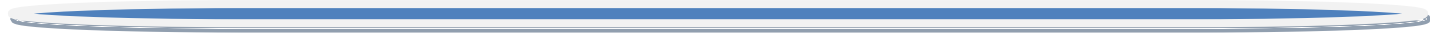




	<ul style="list-style-type: none"> <li>• Why Twitter is Important</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Create a Twitter Business Page • How Tweet Like Professionals</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Increase Twitter Followers</li> </ul>	
	<ul style="list-style-type: none"> <li>• How to Twitter Page for Organic Search</li> </ul>	
26	<p><u>You Tube</u> • Why You Tube</p> <ul style="list-style-type: none"> <li>• How to Create Videos</li> </ul>	2 hrs
	<ul style="list-style-type: none"> <li>• Understanding Video Marketing • Link Building With You Tube</li> </ul>	
	<p><u>Linkedin</u></p>	
	<ul style="list-style-type: none"> <li>• What is Linkedin?</li> </ul>	
27	<ul style="list-style-type: none"> <li>• Why to use Linkedin?</li> </ul>	1 Hrs
	<ul style="list-style-type: none"> <li>• Proadcast on Linkedin</li> </ul>	
	<ul style="list-style-type: none"> <li>• Relationship Building Through Linkedin</li> </ul>	
	<ul style="list-style-type: none"> <li>• Submission a Linkedin Blog</li> </ul>	
	<p><u>Instagram</u></p>	
	<ul style="list-style-type: none"> <li>• What is Instagram?</li> </ul>	
28	<ul style="list-style-type: none"> <li>• How to use Instagram?</li> </ul>	1 Hrs
	<ul style="list-style-type: none"> <li>• Running Ads on Instagram?</li> </ul>	
	<p><u>Photo and Video Sharing Sites</u></p>	
	<ul style="list-style-type: none"> <li>• Google Image Page</li> </ul>	
29	<ul style="list-style-type: none"> <li>• Google Video Page</li> </ul>	0.30 hrs
	<ul style="list-style-type: none"> <li>• Different Photo Upload Sites</li> </ul>	
	<ul style="list-style-type: none"> <li>• Different Video Upload Sites</li> </ul>	



30	<b>Module XVII – Blogging/ WordPress</b>	2 hrs
	• What is Blogging	
	• Purpose of Blogging • How to Blog	
	• What is WordPress	
	• Wordpress.org & Wordpress.com	
	• How to Setup a Blog on WordPress • WordPress Themes	
	• WordPress Plugins	
	• Setting Up Navigations and Menus • WordPress Widgets	
	• How to SEO of a WordPress Blog/ Website • Internal Linking in WordPress	
	• WordPress site Backup	
31	<b>Module XVIII - Blog Monetization</b>	1 Hrs
	• What is Blog Monetization	
	• Why to Monetize a Blog	
	• Blog Monetization with Google AdSense • Blog Monetization with Affiliates	
32	<b>Module XIX – Google AdSense</b>	2 hrs
	• Understanding Google AdSense	
	• How to apply for Google AdSense	
	• How to easily get Approved with AdSense • Difference between Text and Display Ads	
	• Placing Advertisements on you Blog or Website • Custom and URL channels	
	• Optimizing Google AdSense Ads for best performance • Allow and Add categories	
	• Performance Reports	
• How to earn money with Google AdSense • Getting Cheques from Google AdSense		



33	<b>Module XXI – Ecommerce Marketing</b>	1 Hrs
	• Understanding Ecommerce Marketing	
	• Different Kind of Ecommerce Platforms • Major Ecommerce portals in India	
	• How to Promote your Ecommerce Website	
34	<b>Module XXII – Lead Generation</b>	1 Hrs
	• What is lead generation	
	• Lead generation with SEO	
	• Lead generation with Adwords	
	• Lead generation with B2b and B2C	
• Lead generation with SMS Marketing • Lead generation with Email Marketing		
35	<b>Module XXIII – Landing Pages</b>	0.30 Hrs
	• Understanding Landing Pages	
	• Why Landing Pages are important • Creating Landing Pages	
	• Landing Page Templates	
• Landing Page Analysis		
37	<b>Study Of Different Digital Marketing Tools</b>	1 Hrs
	• Fake Like Tools	
	• How To Protect Spam	
	• Account Security	
• Hashtags for better Reach		
38	<b>Module XXIV – Freelancing</b>	1 Hrs
	• Understanding Freelancing	



	<ul style="list-style-type: none"><li>• Freelancing Websites</li></ul>	
	<ul style="list-style-type: none"><li>• Sign Up with Freelancing Sites</li></ul>	
	<ul style="list-style-type: none"><li>• Getting Projects through freelance websites</li></ul>	
	<b>Module XXV – Revision</b>	
39	<ul style="list-style-type: none"><li>• Relax &amp; Revise what you have learned at Techno Expert Solutions • Solve Queries you have</li></ul>	2 hrs
	<ul style="list-style-type: none"><li>• Create Strategies for Your Future</li></ul>	