

# Advanced Digital Marketing Training Syllabus

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## Digital Marketing Overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over Traditional Marketing?
- Understanding Digital Marketing Process
- Increasing Visibility what is visibility?
- Types of visibility
- Examples of visibility
- Visitors Engagement
- What is engagement?
- Why it is important?
- Examples of engagement
- Bringing Targeted Traffic
- Converting Traffic into Leads
- Types of Conversion
- Understanding Conversion Process

## Website Planning and Creation

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- Different types of websites
- Planning & Conceptualizing a Website
- Booking a domain name & web hosting
- Adding domain name to web Server

- Adding WebPages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required

## **Search Engine Optimization (SEO)**

### **Introduction to SEO**

- What is SEO?
- Introduction to SERP
- Importance of Domain Names
- Domain Selection
- How Search engines work

### **Keyword Research and Analysis**

- Types of Keywords
- Preparing a keyword list for Project.
- Keyword Analysis Tools
- Competitor Keyword Analysis
- LSI(Latent Semantic Indexing) Keywords
- Importance of Log tail & Short tail Keywords

### **On Page Optimization**

- Checking plagiarism for all landing pages.
- Page Loading Speed Optimization.
- Mobile Friendly Optimization.
- URL renaming/re-writing.
- Meta Tile Optimization.

- Meta Description Optimization.
- Meta Keywords.
- Content Optimization and planning.
- Internal Linking.
- Image Optimization.
- Header Tag Optimization.
- HTML and XML Sitemap Creation.
- 404 Error Page Importance's.
- URL Rewriting Techniques (301, 302).
- Robots.txt Creation.
- Canonical tag Optimization.
- W3c Validation.
- Implementing Accelerated Mobile Pages.
- Schema Implementing.
- Blog Importance.
- Social Media Pages integration
- Social Media Sharing Button implementations
- Importance of https.

### **Black hat SEO Techniques**

- What are doorway pages?
- What are Hallway pages?
- What is cloaking?
- What is Cross linking?
- Google Sandbox Effect

### **Off Page Optimization**

- What is Alexa Rank,
- What is Moz Rank?
- Do follow and No follow links?
- Search Engine Submission.
- Article Submission.
- Classified Submission.
- PDF Submission.
- Forum Submission.
- Web 2.0 Submissions.
- Blog Commenting.

- Press Release Submission.
- Directory Submission.
- Social Bookmarking.
- Image Sharing.

## **SEO Tools**

- Duplicate Content checker Tool.
- Back link checker tool.
- Broken link checker Tool.
- SEO Audit Tool.

## **Google Algorithms**

- Google Hummingbird
- Google Mobile Friendly Update
- Google Panda Update
- Google Penguin Update
- Google Pigeon Update
- Google Payday Update
- Google Pirate Update
- Google EMD (Exact Match Domain) Update
- Google Top Heavy Update

## **Search Engine Marketing**

### **Introduction to Google AdWords**

- Benefits of Google AdWords
- Account Creation
- Billing Types
- Basic Ad Words Terminology
- Recent updates in Ad Words
- Account structure in Ad Words

### **Campaign Setup**

- Types of Campaign
- Search , Display, Shopping, Online Video
- Location Settings and Advanced Settings

- Language, Networks and Devices
- Bidding Strategies
- Budget Settings
- Schedule: Start date, end date, ad scheduling
- Ad delivery and Ad Rotation

### **Ad group and Keyword setup**

- Ad groups Structure
- Example Ad groups
- Keyword Match Types
- Broad Match o Phrase Match
- Exact Match o Negative Match
- Broad Match Modifier
- Keyword Planner
- Keyword Research Process

### **Understanding AdWords Bidding**

- AdWords Auction
- What is Ad Rank
- What is Quality Score
- Factors affecting QS
- Actual CPC
- Relation between QS and CPC
- Types of Bidding o Bidding Strategies

### **Ad Format and Guidelines**

- Structure of Ad
- Types of Ad Position
- Character Limits
- Landing Page Quality
- Best and Worst Ads Examples
- Guidelines for Ads Creation

### **Ad Extensions**

- Location
- Site links
- Call

- App
- Reviews
- Call Extensions

### **Campaigns, Ad group and Keywords**

- Filters and Segments
- Column Customization
- Search Terms
- Auction Insights
- Keyword Reports
- Automate Rules
- Keyword Diagnosis
- Dimensions Tab

### **Conversion Tracking**

- What is Conversion
- Types of Conversions
- Implementing Conversion Tracking
- Conversion Reports
- Practical Case Study
- ROI Calculation

### **Display ads/Remarketing**

- Setting a Display Network Camp
- Types of Targeting
- Keyword Based
- Interest and Remarketing
- Topics o Placements Targeting
- Demographics
- Ad Formats for Display Network
- Display Ad Builder
- Display Planner Tool
- Remarketing Campaign
- Dynamic Remarketing
- Mobile Apps Campaign
- Mobile Ad Formats

### **Video Marketing**

- Importance of Video Marketing

- Setting a Video Campaign
- YouTube Targeting Methods
- Bidding Types
- Type of YouTube Ads
- Reporting and Analysis
- Shopping Campaign
- Shopping Campaign Setup
- Google Merchant Centre
- Product Groups
- Ad Formats
- Reporting and Analysis

### **AdWords Tools**

- Opportunities
- Change History
- Account Access Levels
- Display Planner
- Ad Preview and Diagnosis
- My Client Center
- AdWords Exam Guidelines

### **AdWords Certification Exams**

- Exam Format and Pass Percentage
- Sample Exam Questions
- Interview Questions
- Exam Guides in PDF
- AdWords Mock Exam + Live AdWords Project

## **Social Media Marketing**

### **Introduction to Social Media Marketing (SMM)**

- Introduction to SMM
- Social media significance
- Important SMM tools

- Creating and managing Facebook brand pages
- Posting content to social media sites
- Gaining followers and fans
- Creating Facebook Ads
- Different types of Facebook ads creation
- Facebook Ad optimization
- Facebook Ad targeting strategies
- Creating twitter account
- Using twitter account to build brand awareness
- Twitter marketing approaches and plans
- Effective LinkedIn profile creation
- Generating reputation as individual or enterprise
- Other social media sites like Google+, Pinterest, slide share and flicker etc. opportunities

### **Face book Advertising**

- Communicating value of Display on network
- Facebook Ad Manager
- Plan a Campaign
- General Creatives
- Implement a Campaign and Ad Groups
- Targeting by Region, Demographics & Interest
- CPC & CPM
- Measure Performance
- Advanced Reporting
- Optimize & Refine

### **LinkedIn Advertising**

- Communicating Value of Display on LinkedIn
- Plan a Campaign
- Implement a Campaign & Ad Groups
- Measure Performance
- Optimize & refine

### **Twitter Advertising**

- Communicating Value of Display on Twitter
- Plan a Campaign
- Implement a Campaign & Ad Groups
- Measure Performance

- Optimize & refine

## **Google Analytics**

### **Introduction to Google Analytics**

- What Is Web Analytics?
- Where is Web Analytics Used?
- Google Analytics Premium & Standard Comparison
- Setup Google Analytics
- Linking other Google products like Adwords etc with Google analytics
- Schedule Email Reports

### **Google Analytics In depths**

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics in website
- Basic terminology and KPI's
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters

## **Google Web Master Tool**

- How to use Google webmaster tools
- How to add a site to Google webmaster tools
- How do i add an xml Sitemap to Google webmaster tools
- Google webmaster tools search appearance overview
- How to use Google webmaster tools Data Highlighter
- Google webmaster tools structured data
- Google webmaster tools HTML Improvements

- Google webmaster tools site links
- Google webmaster tools search analytics
- Google webmaster tools search queries
- Google webmaster tools links to your site
- Google webmaster tools international targeting
- Google webmaster tools index status
- Google webmaster tools crawl Errors
- Google webmaster tools fetch as Google
- Google webmaster tools Robots.txt tester
- How to add users to Google webmaster tools
- How to fix 404 errors in Google webmaster tools

### **Online Reputation Management:**

- What is Online Reputation Management
- Importance of Online Reputation Management
- How to plan ORM activities effectively
- Planning and Implementation of ORM Strategy
- Reputation Research
- Reputation Analysis
- Development plan
- Web Property Development
- Content formation
- Case Studies

### **Google Tag Manager**

- Introduction to Google Tag Manager
- What is Google Tag Manager?
- Google Tag Manager Installation Guide
- Google Tag Manager (GTM) Interface Overview
- Admin Panel Overview
- Workspace Panel Overview
- Publish a Tag with Google Tag Manager
- Auto-Event Tracking with Google Tag Manager
- Conversion Tracking with Google Tag Manager
- Implementing Google Analytics Tags
- The Best Google Tag Manager Resources

## **Email Marketing**

- Introduction to Email Marketing
- Email Marketing Basics
- Take action with Email Marketing
- Sign up for MailChimp & Choosing a Plan
- Create an Email List
- MailChimp Groups & Segments
- Create a Campaign
- Create a Signup Form
- MailChimp Automations
- Integrate MailChimp with Facebook
- How to Add Admins & Marketers to your MailChimp
- How to Grow an Email List
- A / B Split Testing Campaigns in MailChimp
- Best Email Subject Lines
- Analytics in MailChimp
- Google Analytics Link Tracking in MailChimp

## **Lead Generation for Business**

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page

- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

## **Affiliate Marketing**

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world

## **Google AdSense**

- 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
- Then we will share 1 secret method Through which you will
- make money with adsense

