



## Syllabus for "DIGITAL MARKETING – introduction"

### Course Outlines:

#### 1. SEARCH ENGINE OPTIMIZATION (SEO)

##### On-Page Optimization

- Fundamental On-page Factors
- Site speed analysis
- Importance of Domain Names
- File name Optimization
- Static Vs Dynamic File Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Anchor Links Optimization
- Image Tag Optimization
- Creating HTML and XML sitemaps
- Robot.txt and its importance
- URL Redirecting Techniques using .htaccess
- Custom 404 Error Page

##### Off-Page Optimization

- Introduction to Offsite Optimization
- Submission to search engines
- Google Link Scheme guidelines
- Linking Building Methodology
- Types of Linking Methods
- Links Analysis Tools
- Directory Submissions
- Social Bookmarking
- Using Classifieds for Inbound traffic
- Generating Links from QA sites
- Blogging and Guest Blogging
- Press Releases

##### Google Webmaster Tools

- Adding site and verification
- Setting Geo target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestions
- URL parameters (Dynamic Sites only)



## Reports and Management

- Website Position Analysis
- Website Monthly Reports
- Paid Tools for monitoring seo campaigns

## 2.SEARCH ENGINE MARKETING (SEM)

- PPC Training Introduction
- PPC Account Setup
- Google AdWords
- Yahoo Search Marketing
- Set-up PPC Campaign
- PPC campaign Navigation
- Use My Client Centre (MCC)
- What is "Click-through-Rates" (CTRs)
- What is Impression?
- What is Conversion?
- What is "Cost/Conversion"?
- How to increase CTR & Conversion
- What is Tracking Code?
- How to do Keyword Research for PPC
- What is Keyword Research?
- Research PPC Keywords
- Select Targeted/related Keywords
- Analyze Competitors keywords
- Find Keywords popularity & Search Volume
- Categorize Keywords in Ad groups
- PPC Keywords tools and resources
- How to Create Ads for PPC Campaigns
- Create Effective Ads Ad groups
- Bids Management in PPC
- What is bidding?
- What is Quality Score?
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid for Ad position
- Importance of bidding techniques
- How important is Landing Page for PPC
- What is Landing Page?
- Important of Landing Page
- Optimize your landing pages
- How to Increase conversion rates
- Use 'Calls to Action'
- Cost/Conversion
- PPC reporting structure
- Campaign Performance Reports
- Keywords Performance Reports
- Ad group Performance Reports
- Ads Performance Reports
- PPC Campaigns Tools
- Google AdWords Tool



### 3.SOCIAL MEDIA OPTIMIZATION (SMO)

- What is Social Media?
- Benefits of using Social Media
- Social Media Strategy
- Social Media Metrics in SEO

#### Face book Marketing

- Face book Account Setup
- Different options on Face book (Profiles, Pages, Apps and Groups)
- Face book page setup
- Using Graphics on FB
- Managing the Face book Page
- Content Creation Strategy
- Types of Posts
- Face book Traffic Insights
- Generating Likes and Shares
- Implementing Face book Share Button
- Implementing Face book Like Box
- Implementing Face book Comments in Site
- Face book Groups
- Sponsored Posts in Face book
- Twitter Marketing
- Benefits of Twitter
- Profile Creation and Management
- Design the Twitter Page
- Hash Tags

#### Video Marketing

- Creating Account and Channel in YouTube, MetaCafe etc
- Designing the YouTube Channel
- Promoting videos on YouTube
- Monetizing the YouTube Channel

#### Blogging

- Why use blogging
- Word press Blogging Platform
- Blog Promotion
- Guest Blogging

### 4.SOCIAL MEDIA MARKETING (SMM)

- Using Facebook, Twitter & etc through payment boost your Business



## 5. LOCAL BUSINESS LISTINGS

### Local Business listing - Optimizing your local search listings to bring new customers right to your business

- Creating local Listing in Search Engine
- Google Places Setup (Including Images, Videos, Map etc)
- Placing web site on first page of Google search
- Learn to make free Online Business Profile Page
- How to make Monthly Basis Search Engine Visibility Reports
- Verification on listing , Google reviews

## 6. WORDPRESS SEO CONCEPTS

- Using word press how to do SEO works

## 7. CREATING A NEW SIMPLE WEBSITE

- Creating a simple website for your business/work using HTML Coding

## 8. EMAIL MARKETING

- Using Bulk Email service to boost your Business

## 9. SMS MARKETING

- Using Bulk SMS service to boost your Business

## 10. LIVE PRACTICALS