



Digital Marketing Training with Real-Time Internship

Digital Marketing

Introduction to Digital Marketing

What is Marketing?

What is Digital Marketing?

Difference between Digital Marketing and traditional Marketing?

What is the importance of Digital Marketing?

How Digital Marketing is useful for a business?

What are the Digital Marketing Channels?

Introduction to SEO

What is Search Engine?

Evolution of Search Engines

Types of Search Engines

How Search engine works?

What is SEO?

Importance of SEO in Digital marketing

SEO Techniques

SEO Benefits

How SEO can help in leveraging Business

Understanding the website and business analysis

Understanding the SERP and Search Operators

Keyword Research & Analysis

What is Keyword? Types of Keywords

Keyword Research Techniques and Process

Analysis of keywords using Google AdWords

SEO -On Page Optimization

What is On Page Optimization

Web Layout Structure

Differences between dynamic and static sites?

On page optimization techniques

URL optimization

Title Optimization

Description Tags Optimization

Heading Tag optimization
Image Alt Tag optimization
Broken links
Website Navigation Structure
Content Optimization
Creation of XML and HTML Sitemaps
What is Google Analytics
Importance of Google Analytics
What is Google Search Console
Importance Google Search Console in SEO
Robots.txt Implementation
URL Redirections

SEO -Off Page Optimization

What is Off Page Optimization?
Difference between On page and Off page Optimization
Link Building Techniques
Social Bookmarking
Directory Submissions
Blog Commenting
Forum Discussions
Question and Answers
Business Listings
Classifieds
Article Submissions
Press Release Submissions
Guest Posting
PDF Submissions
PPT Submissions
Video Submissions
Infographics

Local SEO

What is local SEO
Importance of Local SEO
Submission to GMB
Local Business listing
Factors for local ranking
Strategy for local SEO

Google Webmasters Tools

Adding a Site and Verification Process

Setting Geo Target Location

Site Links

Crawl Errors / Stats

Google Fetch

Blocking the Crawler and blocked pages

Search Queries

Links to Site / Internal Links

Sitemaps

Remove URLs from index

HTML Suggestions

Content Keywords

Google Analytics

Analytics Account Setup

Audience Overview

Demographics

Analyzing Geo Location

Acquisition

Behavior

SEO Reporting

Keyword Position Analysis

SMM Topics

Social Media Optimization

What is social media?

How is it important for business?

How can social media be integrated with the website?

Different Social media platforms

Facebook Marketing

Importance of Facebook in branding a product

Facebook user profile creation

Page creation

Group creation

Event creation

Facebook updates

Facebook Layout

How to improve Likes share and comments

How to build brand on Facebook

Facebook budget management

Hash Tags

Facebook Advertising

Sponsored posts

Sponsored events

Sponsored stories

Sponsored Likes

Twitter Marketing

Importance of Twitter in building Brand and Business

For engagement in Twitter

Creation of Twitter profile

Writing Search Engine content as Bio for twitter

Hash Tags

How to engage with users on Twitter

LinkedIn Marketing

What is LinkedIn?

How is LinkedIn important for business

Role of LinkedIn in getting brand promotion

Role of linked in Human resource department

Profile creation

Company page creation

Group creation

User engagement

Instagram

About Instagram

Importance of Instagram in business

Hash Tags

SEM Topics

Setting Up AdWords Account

What is Search Engine Marketing?

Outcome of search engine marketing training program?

What is Google AdWords?

What are key terminologies of Google AdWords?

How to set up an AdWords account?

What information needs to be provided while setting up an AdWords account?

How google earns money through AdWords

How much is the contribution of AdWords in Google revenue?

AdWords Account Structure & Campaign Creation

Account structure of Google AdWords?

Create a campaign - practical

Ad Format & Campaign Settings

Explain the ad format and writing of ad copies?

Explain campaign settings?

Create a campaign on AdWords platform.

AdWords Campaign Types

Different Types of Google AdWords campaign types

Bidding & Keyword Match Types

Bidding Methods

Keyword Match Types

Keyword Planner

Importance of Ad Rank & Quality Score

What is ad rank and quality score?

Quality score factors?

How to improve the quality score?

Steps to create a campaign?

Types of Ads & Ad Extensions

Ad Preview & Diagnosis tool

Different types of ads in AdWords?

What is ad extension? And different types of ad extension?

Display Network Targeting

What is Display Network?

How to create image / banner ads?

Different types of targeting in display network?

Display Planner Tool

AdWords Optimization

Different types of optimization in AdWords?

What is dynamic keyword insertion and countdown ad

Conversions

What is conversion?

Different Types of Conversions?

How to enable conversion tracking?

Tools tab

Video Advertising

Different types of video ads?

How to create video ads and bid on them

Where will the video ads get displayed

App Advertising

What is Universal app campaign?

How to create app ads and where will get displayed?

Remarketing

What is remarketing?

How can you enable remarketing?

E-mail Marketing

Introduction

Creating a Campaign

Newsletter

Database / List

Understanding the Results