

Module 1: Digital Marketing

- Basics of Internet
- Introduction to Digital Marketing
- Understanding Basics of HTML
- What is Keywords
- Research of keywords With Google Planner
- How to select Domain Name?
- Naming of Pages and Folder
- How to use pictures for Digital Marketing

Module 2: SEO (Search Engine optimization)

- What is SEO?
- Types of SEO?
- What is google algorithms
- Blended SEO
- Tools: OSE & Ahrefs

On-Page Optimization

- What is on-page?
- What is keywords?
- What is tags?
- How to use title tag?
- Length of tags
- What is meta tags, meta description?
- How to use meta tag?
- Usage of header tags (h1 to h6)
- What is anchor tag? Where we use it?
- Check Charset encoding information
- Favicons
- Canonical links
- Rich snippet
- Page content
- Page quality
- What is user-friendly and responsive website?
- Links of social media icons
- Adding of robots.txt
- What is google analytics?
- How to link google analytics
- Xml sitemap creation
- What is alexa rank?

Off-Page Optimization

- Link building
- Using classified for inbound traffic
- What is backlink?
- How to use backlink?
- Who is linking to us? Fixing bad links
- What is PA and DA?
- Do-follow vs no-follow
- Page ranking
- Article Submission
- Blog Writing
- Guest blogging
- Micro Blogging
- Directory submission
- Listing in Business sites
- PPT submission
- Link Submission
- Social bookmarking
- Image/Infographic submission
- Video submission
- Review and comment writing

Mobile SEO

- Responsive Design
- User Friendly
- Mobile Friendly
- Similar URLs as to your Desktops
- Avoid common mistakes
- Configure for other devices.

SEO For CMS(Wordpress)

Module 3 : SMM(Social Media Marketing)

- What is SMM
- Importance of SMM
- SMM vs SMO
- What type of accounts to concentrate?
- What is google Adsense

Email Marketing

- Benefits of email marketing
- Email marketing software
- Email marketing goals
- Intro to mailchimp
- Strategy of email marketing

- HTML Email
- Email Tracking

Inbound Marketing

- Google AdSense
- Google Analytics
- Traffic Report
- Audience Report
- Affiliate Marketing
- What is AM?
- How it works
- How to find a good niche
- Top networks on affiliate marketing
- Payment models in AM
- AM in E-commerce
- Apply to AMf
- Promotion of AM products
- Methods of Promotion
- Reports and ROI

Conversion Tracking

- What is the conversion
- Process and Funnel
- Types of conversion
- Conversion Reports

- Funnel visualization
- Multi-channel funnel
- Attribution
- Reporting

Instagram Marketing

- Insta account creation
- Analyze brands
- Strategy of Instagram
- Picture dimension
- Filters in Instagram

Pinterest marketing

- Usage of pinterest
- How brands use pinterest
- Customize profile
- Pins and links
- Boards in pinterest
- Using infographics
- Integration of pinterest in site
- Tool for pinterest

Facebook Marketing

- From objectives to ROI.
- Competitive research & analysis
- Audience targeting
- Bidding Strategies
- Remarketing Strategy
- Strategy presentation by participants
- Types of fb ads
- Fb ads vs google adds
- Importance of ctr (click through rate)
- Targeting & optimizing copy of your ad
- Live fb communities
- Community building on fb
- Fb brand page orientation
- Edgerank algorithm
- what is importance of engaging targeted audience on fb ?
- Creating brand ambassadors on fb
- Leveraging fb insights for success
- Fb marketing success stories

Twitter Marketing

- Benefits of Twitter
- How brands use Twitter
- Profile Creation and customizing
- Types of tweets and statistics
- Content strategy for twitter
- Analysis of big brands
- What is hashtags
- Tools for twitter marketing
- Twitter analytics
- Twitter Strategy
- Twitter campaigns
- Pr on twitter
- Engaging customer through leadership
- Leaveraging lists

YouTube Marketing

- Creation of channel
- Statistics of video marketing
- Viral video examples
- How to optimize a video
- You tube engagement metrics
- Increasing subscribers
- Annotation and cards

- Usage of playlist
- Understanding copyrights
- How to MailChimp statistics

Linkedin Marketing

- Linked in leveraging for B2B
- Overview of linked in
- Lead generation through individual profiles
- Lead generation for enterprise, company page , ads , Strategy, groups
- Profile makeover, answer , groups , status update recommendation
- Open discussion on approach to leverage them
- Roi measurement framework
- Roi metrics dashboard creation
- Roi measuring tools
- Key competence
- Tools

ORM

- What is ORM?(online reputation management)
- Why ORM?
- Examples of ORM
- Areas to Google in ORM
- Generating report for ORM

- Monitoring of Search result
- Monitoring of complaint sites
- Monitor sites and blogs
- Case study
- Tools for managing reputation

Module 4: SEARCH ENGINE ALGORITHM

- Overview
- Understanding search engine algorithms
- How do search engine algorithms work.
- Penalties and recoveries of search engine.
- Why a search engines needs to be updated ?
- Reasons to get your website penalized.
- How to get your site optimized of google's hummingbird algorithm ?
- What is panda and penguin algorithms ?
- What is google's emd updates?
- Recovery of your site from panda , penguin and emd ?

Module 5: 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

SMS Marketing

-How to do bulk SMS

MODULE-6(Tools)

- Web Analytics
- Google Analytics
- Google Adwords
- Web Master tool
- Adsense
- Google Forms

Certification

- Adwords Fundamental Course
- Adwords Display Certification
- Adwords Mobile Certification
- Adwords Search Certification
- Adwords Video Certification
- Digital Sales Certification
- Analytics Certification
- Search Ad 360 Certification
- Bing Ads Accreditation Exam
- Hubspot Inbound Marketing Certification
- Hubspot Email Marketing Certification
- Hubspot Content Marketing Certification
- Facebook Blueprint Certification
- Twitter Flight School Certification

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