Digital Marketing Syllabus

Module 1
Fundamental of Digital Marketing

- What is Online Marketing/Digital Marketing?
- Importance of Digital Marketing
- How Online Marketing Works?
- Preface of Online Marketing.
- Significance of SEO
- Main Search Engine
- How Search Engine Works?

Module 2
Search Engine Optimization SEO

- What is SEO? Why SEO so important for Search Engine?
- Different types of Keyword
- Technique for 100+ Keyword Planning
- How Search Engine Works? Major Functions of Search Engine
- Types of Back links
- Google Trends & Insights
- Page Rank Checking and Planning

Module 3
On Page Optimization Technique in SEO

- Understanding On Page Optimization
- Site Analysis
- Keyword Analysis
- Meta Tag Development
- Optimizing SEO Content / Duplicate Contents
- Keyword Density
- Internal Linking
- Image Optimization and Management

Module 4
Off Page Optimization Technique in SEO

- Directory Submission
- PPT / PDF Submission
- Google Map Creation
- Social Book Marking and Submission
- Article Submission
- Press Release & Forum Submission
- Classified Submission
- Business Local Listing
- Blog Commenting
- RSS Creation & Submission
- Understanding Google Tools like Google Analytics, Google Web Master, Google Adword

Module 5
Search Engine Marketing SEM/PPC/AdWord

- Plan and Run Ad word campaign & Generate Leads
- Understanding Advertising Goals
- Keyword Research
- Creating Campaign, Ad Group & Optimization
- Biding Strategy & Technique
- Campaign Reporting, Billing and Accounts
- Understanding PPC- Pay Per Click
- Understanding all types of Advertisement Strategy and Implement it Effectively

Module 6
Social Media Marketing with Facebook

- Creating Strong Profiles/ Pages / Groups
- Product Brand Promotion Activities
- Branding and Lead Generation
- Hash Tag Implementation and URL Submission
- Turning Facebook into Money Making Tools

Digital Marketing Syllabus

Module 7
Social Media Marketing with Twitter

- Creating Strong Profiles
- Brand Promotion Activities
- Manage Twitter & Brand Awareness

Module 8
Social Media Marketing with Instagram

- Creating Strong Profiles
- Product Brand Promotion Activities
- Branding and Lead Generation
- Hash Tag Implementation and URL Submission
- Turning Instagram into Money Making Tools

Module 9
Affiliate Marketing for Passive Earning

- What is Affiliate Marketing?
- Product and Service Marketing
- Become an Affiliate Marketer for Assure Passive Earning
- How to Sell Products or Services through Other Website
- Understanding Affiliate Marketing and become registered affiliate marketer for Amazon/Flipkart/Snapdeal and other Agencies
- Start Passive earning from Affiliate Marketing
- Practical Knowledge about earning online by referrals

Module 10
Web Analytics and Traffic Management

- Setting up Goals and Tracking
- E commerce Tracking
- Traffic Tracking & Analysis
- Creating Funnels

Module 11
Email Marketing / Auto Mail Delivery

- Implementing effective email campaigns
- How to create a HTML Email
- Designing Principal for Email Newsletters
- Choosing the right Partners

Module 12
Video Management

- Video Shooting
- Video Editing
- Voice Over for Videos
- Thumbnails Designing and Integration
- Image and Video Integration in Other Video
- Video Cropping, Join, Merge more than one video and finalizing Complete Video
- Starts Passive earning from YouTube

Module 13
Video Marketing-Youtube Branding & Lead

- Video Creation
- Uploading and Managing Videos
- Optimizing Videos for Search Engine/ SEO for Videos
- Creating Channels & Promoting Videos
- Brand promotions through YouTube

Module 14
Blogging for Passive Earning

- Understanding Blog and Their benefits
- Creating Blog on WordPress/Blogger
- Designing Money oriented Blog
- Targeting the clients and grow blog
- Geo Targeting for Blog
- Keyword Planning and Implementation for Blog

Module 15
Fundamental of Ad sense for Passive Earning

- What is Ad sense ?
- Understand and Plan Ad sense for Your Own Website/Blog
- How to get approval for Google Ad sense
- Understand the rules for Blogging
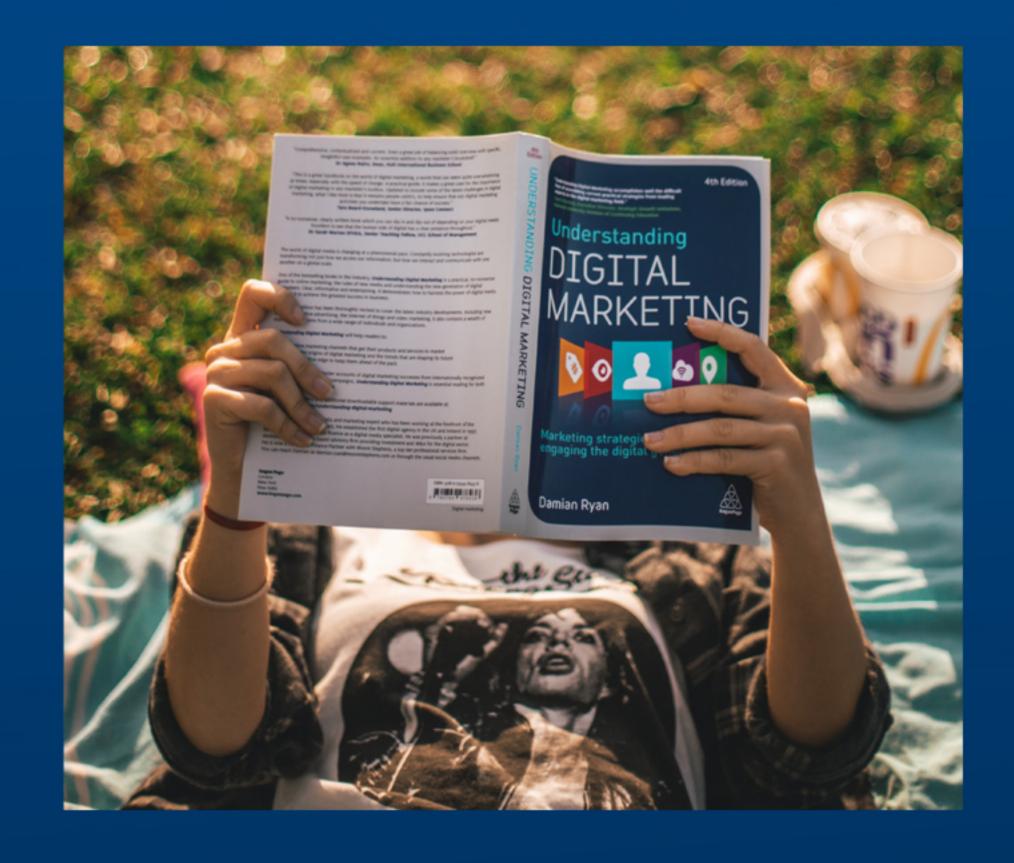- Placing Ads on your Blog/Website
- Learn to Earn Money through Ad sense

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