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|  |  | Digital MarketingSYLLABUS------------------------------------------------------**Digital Marketing Overview:** |
| About the CourseDigital Marketing is one of the fastest growing industries today. Digital marketing is the most active and the fastest growing marketing technique. The growth can be attributed to global digitalization trend. Every minute, an estimated 650,000 search queries are raised on Google, more than 700 videos are hosted on YouTube, over 700,000 status updates and 500,000 comments are posted on Facebook, over 65,000 tweets are made worldwide, and approximately 180 million e-mails are sent. These figures emphasize the significance of digital media as a marketing tool.Contact**PHONE:**+91-9810808187**WEBSITE:**https://www.dewfirst.com**EMAIL:**support@dewfirst.com |  | * What is digital marketing?
* Why Digital Marketing Wins Over Traditional Marketing?
* Understanding Digital Marketing Process
* What is visibility?
* Types of visibility
* Examples of visibility
* 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 & Creation*** Understanding websites
* Understanding domain names & domain extensions
* What is web server & web hosting
* Different types of web servers
* Different types of websites
* Planning & Conceptualising a Website
* Booking a Domain Name & webhosting
* Adding domain Name to web Server
* Adding webpages & content
* Adding Plugins
* Building website using CMS in Class
* Identifying objective of website

**Search Engine Optimization (SEO)*** What is SEO?
* Introduction to SERP
* How search engines work
* Major functions of a search engine
* What are keywords?
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| Digital MARKETING CERTIFICATIONAfter completion this course you will be eligible to entoll;Google adwords certificationgoogle analytics certificationgoogle search certificationgoogle display certificationgoogle tag manager certificationgoogle e-com certificationgoogle youtube certificationgoogle digital transformation certificationgoogle app marketing certificationfacebook blueprint certificationKey Features* Instructor Led Training: 33 hours
* 100% job assistance
* Get Certified
* Flexible Schedule
* Four (4) extra classes for Q&A
* Weekend/Weekdays batches
 |  | * Different types of keywords
* Google keyword planner tool
* Keywords research process
* Understanding keywords mix
* Google Operator : So that you can find anything on the web
* On page optimization
* What are primary keywords, secondary keyword and tertiary keywords?
* Keywords optimization
* Content optimization & planning
* Understanding Your audience for content planning
* What is the difference between keywords stuffing & keyword placement
* Internal linking
* Meta tags creation
* Creating Webpage in HTML
* Using google webmasters tool & website verification
* Sitemap creation & submission in website & webmasters
* How to write an optimized content
* How to write a content for article, blog and press release
* Off Page optimization
* What is domain authority?
* How to increase Domain authority
* What are back links?
* Types of back links
* What is link building?
* Types of link building
* Do’s and Dont’s of link building
* Link building strategies for your business
* Easy link acquisition techniques
* Local SEO
* Google places optimization
* Classified submissions
* Top tools for SEO
* Monitoring SEO process
* Preparing SEO reports
* How to create SEO Strategy for your business
* What is link juice?
* Importance of domain and page authority
* How to optimize exact keywords for your business
* What is Google Panda Algorithm?
* What is Google Penguin?
* What is Google EMD Update?
* How to save your site from Google Panda, Penguin and EMD Update
* How to recover your site from Panda, Penguin and EMD

**Social Media Marketing (Organic/In-organic)*** What is social media?
* Understanding the existing Social Media paradigms & psychology
* How social media marketing is different than others
* Forms of Internet marketing
* Facebook marketing
* Understanding Facebook marketing
* Creating Facebook page
* Uploading contacts for invitation
* Exercise on fan page wall posting
* Increasing fans on fan page
* How to do marketing on fan page (with examples)
* Fan engagement
* Important apps to do fan page marketing
* Facebook advertising
* Types of Facebook advertising
* Best practices for Facebook advertising
* Understanding facebook best practices
* Understanding edgerank and art of engagement
* Creating Facebook advertising campaign
* Targeting in ad campaign
* Payment module- CPC vs CPM vs CPA
* Setting up conversion tracking
* Using power editor tool for adv.

**Linkedin Marketing*** What is linkedIn?
* Understanding LinkedIn
* Company profile vs Individual profiles
* Understanding Linkedin groups
* How to do marketing on LinkedIn groups
* Linkedin advertising & it best practices
* Increasing ROI form linkedIn ads
* Linkedin publishing
* Company pages
* Adv on linkedIn
* Display vs text
* Twitter Marketing
* Understanding Twitter
* Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
* How to do marketing on Twitter
* Black hat techniques of twitter marketing
* Advertising on Twitter
* Creating campaigns
* Types of ads
* Tools for twitter marketing
* Twitter Advertising
* Twitter Cards
* Video Marketing
* Understanding Video Campaign
* Creating 1st Video Campaign
* Importance of video marketing
* Benifits of video marketing
* Uploading videos on video marketing websites
* Using youtube for business
* Developing youtube video marketing Strategy
* Bringing visitors from youtube videos to your website
* Creating Video ADgroups
* Targeting Options
* Understanding Bid Strategy

**Online Reputation Management*** What is online reputation management?
* Why online reputation management is need of hour
* Understanding ORM scenario
* How to deal with criticism online
* 10 Online reputation management Commandments
* 15 ways to create positive brand image online
* Understanding tools for monitoring online reputation
* Step by Step guide to overcome negative online reputation
* Best examples of online reputation management

**Content Marketing*** What is Content marketing?
* Introduction to content marketing
* Objective of content marketing
* Content marketing 7 step strategy building process
* 18 types of content with examples
* How to write great compelling content
* Keyword research for content ideas
* Optimizing content for search engines
* Discussing authority blog
* Steps towards developing authority blog
* Ways to monetizing authority blog
* How to market your content?
* Debate- Doesn’t great content just spread by itself
* Understanding second customer
* Importance of second customer
* How to increase second customer
* Understanding online influencers
* 10 ways to connect with online influencers
* 35 unique ways to write magnetic headlines
* 180 examples of magnetic headlines
* How to increase opt-in email list with content marketing with examples
* Case study on content marketing

**Mobile Web Marketing*** Understanding Mobile Devices
* Mobile Marketing and Social Media
* Mobile Marketing Measurement and Analytics
* Fundamentals of mobile marketing
* Key industry terminology
* Creating mobile website through wordpress
* Using tools to create mobile websites
* Using tools to create mobile app
* Advertising on mobile (App & Web)
* Targeting ads on Apps
* Targeting ads via location
* Targeting ads on search engine
* Content Marketing on mobile
* Mobile strategy-segmentations option targeting and differentiation
* Mobile marketing mix
* SMS marketing
* Creating mobile application
* Uploading mobile app in Android and iOS

**Ecommerce Marketing*** What is ecommerce?
* Top ecommerce websites around the world & it's scenario in India
* Difference between E-Commerce software and Shopping Cart software
* Payment Gateways, Merchant Accounts & Logistics for physical goods.
* Integrating Woocommerce and setting up an ecommerce store on WordPress.
* Affiliate Marketing by promoting products which looks like an ecommerce store.
* Case studies on ecommerce websites.
* How to do Google Product Listing Ads (PLA) for ecommerce websites.
* How to do SEO for an ecommerce website

**Online Display Advertising*** What is online advertising?
* Types of Online Advertising
* What is Display Advertising?
* Banner ads
* Rich Media ads
* Pop ups and Pop under ads
* Contextual advertising
* In Text ads
* In Image ads
* In video ads
* In page ads
* What are Payment Modules?
* Companies that provide online advertising Solution
* Tracking & Measuring ROI of online adv.
* Assignment on allocating funds to various
* Different Online advertising platforms
* Creating Banner Ads Using Tools

**Google Analytics*** Introduction to Google analytics
* How Google analytics works
* Understanding Google analytics account structure
* Understanding Google analytics insights
* Understanding cookie tracking
* Types of cookie tracking used by Google analytics
* Starting with Google analytics
* How to set up analytics account
* How to add analytics code in website
* Understanding goals and conversions
* How to setup goals
* Understanding different types of goals
* Understanding bounce & bounce rate
* Difference between exit rate & bounce rate
* How to reduce bounce rate
* How to set up funnels in goals
* Importance of funnels
* How to integrate adwords and analytics account
* Benefits of integrating adwords & analytics
* Measuring performance of marketing campaigns via
* What is link tagging
* How to set up link tagging
* Understanding filters & segments
* How to set up filters & segments
* How to view customized reports
* Monitoring traffic sources
* Monitoring traffic behaviour
* Taking corrective actions if required
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| Free Digital Marketing tools* SEM Rush
* Woorank SEO
* All-in-one SEO Tool
* Yoast SEO
* Majestic SEO
* Google Analytics
* Google Webmaster (Search Console)

Key Features* Instructor Led Training: 33 hours
* 100% job assistance
* Get Certified
* Flexible Schedule
* Four (4) extra classes for Q&A
* Weekend/Weekdays batches
 |  | **PPC Advertising Google Adwords*** Google Adwords Overview
* Understanding inorganic search results
* Introduction to Google adwords & PPC
* Overview of Microsoft Adcenter (Bing & Yahoo)
* Setting up Google adwords account
* Understanding adwords account structure
* Campaigns, Adgroups, Ads, Keywords, etc
* Types of Advertising campaigns- Search,
* Display, Shopping & video
* Difference between search & display campaign
* Understanding Adwords Algorithm
* How does adwords rank ads
* Understanding adwords algorithm (adrank) in
* detail with examples
* What is quality score
* Why quality score is important
* What is CTR?
* Why CTR is important?
* Understanding bids
* Creating Search Campaigns
* Types of Search Campaigns - Standard,
* All features, dynamic search & product listing
* Google merchant center.
* Creating our 1st search campaign
* Doing campaign level settings
* Understanding location targeting
* Different types of location targeting
* What is bidding strategy?

**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
* Converting leads into sales
* Creating lead nurturing strategy
* Understanding lead funnel
* Steps in leads nurturing

**Email Marketing*** What is email marketing?
* How email works?
* Challenges faced in sending bulk emails
* How to over come these challenges?
* Types of email marketing- Opt-in & bulk emailing
* What is opt-in email marketing?
* Setting up email marketing account
* Best platforms to do opt-in email marketing
* Setting up lists & web form
* Creating a broadcast email
* What are auto responders?
* Setting up auto responders
* How to do bulk emailing?
* Best practices to send bulk emails
* Tricks to land in inbox instead of spam folder
* Top email marketing software’s & a glimpse of how to use them

**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
* How to get approved as an affiliate by world’s top affiliate company-commission
* junction www.cj.com
* Trainers shares his secrets of affiliate marketing
* Story telling- trainer shows his live example of how he is making money these
* days as an affiliate

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