

## Digital Marketing Training Syllabus

### **Module 1:** Introduction of Digital Marketing

- What is Marketing
- What is Difference between Conventional Marketing and Digital Marketing
- Introduction of Digital Marketing
- Famous Tool of Digital Marketing
- Pre Requisite of Digital Marketing

### **Module 2:** Marketing Fundamentals

- Introduction of Marketing Fundamentals
- How to reach Target Audience

### **Module 3:** Market Research

- Importance of Market Research
- Type form
- Design your Online Survey
- Distribute Your Online Survey
- Survey Analysis
- Quiz

### **Module 4:** Website Design

- Build your website
- Wordpress Vs. Wix and Weebly
- How to get free domain
- How to verify WHOIS Information
- How to add Pages, Post, Menus and Widget
- WordPress Themes
- WordPress Security and With Plugins

### **Module 5:** SEO (Search Engine Optimization)

- Search Engine Optimization
- Components of Search Engine Optimization
- Google Algorithms
- Google Results Page
- Panda, Penguin, Humming Bird & Pigeon
- Latest Updates in Google

### **Module 6:** Keyword Research & Competition

- Introduction of Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Business Analysis & Categorization(Product Listing Optimization)
- Google Keyword Planner
- Market Research and Analysis
- New keywords Ideas
- Competition Analysis
- Finalizing Keyword List
- On Page Optimization (Header Tag H1, H2 Optimization)
- Internal Linking
- Creation of New Optimized pages
- Check Duplicate Content

### **Module 7:** WebMaster Tools

- Verification Process in GWMT
- Selection Target Location
- OnPage Analysis Methodology
- Fundamental On-Page Factors
- Website Speed

# Coding your Thoughts

- Domain Name in SEO
- URL optimization
- Title Tag Optimization
- Meta Tags Optimization
- Content Optimization
- 404 Crawl Errors Resolution

## Module 8: Sitemaps Generation

- Using Robot.txt in Site creation and Optimization
- XML sitemap creation and submission in Google
- URL Redirecting Techniques
- Canonical Links
- Rich Snippets
- Link Building
- Types of Linking Methods
- DoFollow Vs NoFollow
- Link Building Guidelines
- Directory Submissions
- Local Business Directories
- Social Bookmarking
- Using Classifieds for inbound traffic
- RSS Feed Creation(Only in WordPress)
- W3C Validation

## Module 9: SMO (Social Media Optimization)

- Social Media Profile Creation
- Ad Words and Paid Marketings
- Video Promotions and Sharing

## Module 10 : Email Marketing

- Email Set Up
- Mail Chimps
- Email Writing Tips
- Email Scheduling

## Module 11: Off Page SEO

- Social Bookmark Writing and submission in StumbleUpon, Digg, Delicious, Reddit, etc
- Google Local Listing Creation
- Listing in Popular local yellow pages
- Blogging and Posting
- Article Writing and Submission in Business Directories
- Classified Ads Writing
- Classified Ads Submission
- Blog Creation in Wordpress and Blogger
- FAQ Writing
- Posting in High PR QA sites Quora, Yahoo Answers
- Review Writing
- Postings in Top review sites – SiteJabber,Trustpilot
- Guest Blogging
- Blog Commenting

## Module 12: Reports

- Keywords Ranking Report
- Source wise traffic Report
- Location based Traffic Report
- Traffic from Devices Report
- Goal Conversion Report
- Back links Check Reports
- Queries Search Report
- Pages Indexed Report

# Coding your Thoughts

