

# Digital Marketing Course Curriculum

## Duration of Course :- 3 months

### 1. Introduction to Digital Marketing

- \* Understanding the Stages of Marketing
- \* How to funnel your marketing campaign

### 2. SEO – On Page

- \* Site Structure Analysis, Web designing basics, URL renaming/re-writing, Content Development
- \* Competition Analysis, Keyword Research, Keyword Density, Meta Tags Development (Title/Description/Keyword/Other)
- \* Understanding plagiarism, cannibalization, canonicalization
- \* Web Content Optimization, Image Optimization, Creation of XML/HTML sitemaps, Use of robot.txt

### 3. SEO – Off Page

- \* Understanding links, anchors, follow links & no-follow links
- \* Google Mapping/Listing, Local & Regional Search Engine Indexing
- \* Forum Posting & Answer Link Building
- \* Article Submission, PR Submission, Guest Blogging, Commenting

### 4. Google Adwords

- \* Account Creation and introduction to adwords structure
- \* Understanding tools of Adwords – Keyword planner, Keyword Metrics forecast, etc.
- \* Performance Monitoring, Conversion Tag Creation, Remarketing List Creation.
- \* Campaign structuring, Understanding the Campaign Types, Keyword research & Identification, Ad copy optimization & Landing page optimization.
- \* Understanding Bid Types – CPC, CPM, Target ROAS, CPL and CPA.
- \* Campaign Optimization – Geo targeting, Demographic targeting, Ads optimization on devices, Time Schedules, Setting Automated Rules.
- \* A/B Testing Campaigns
- \* Understanding Smart Campaigns

- \* Understanding Campaign Measurement and its parameters
- \* Merchant Centre creation, Data feed creation, Merchant Centre adwords linking, Shopping Ad Creation.
- \* Google Adwords Certification Assistance

## **5. Google Analytics**

- \* Google Analytics Setup
- \* Understanding the platform layout and structure
- \* Goal creation, channel management, dimensions & metrics
- \* Understanding key metrics – pageview, source, medium, bounce rate, page sessions, etc.
- \* Understanding customer demographic & behavioural aspects through conversion sources & goal analysis

## **6. Social Media Marketing**

- \* Facebook – Facebook for business, Page Creation, content strategy, hashtag utilization, Paid Advertisement, Remarketing, Analysis
- \* Instagram - Account Creation, content strategy, hashtag utilization, module utilization, Paid Advertisement
- \* LinkedIn – LinkedIn Advertisements, Page Creation, content strategy, hashtag utilization, Paid Advertisement, Remarketing, Analysis
- \* Twitter - Account Creation, content strategy, hashtag utilization
- \* Youtube – Channel Creation, Video Promotions

## **7. Affiliate Marketing & Influencer Marketing**

- \* Understanding the affiliate network
- \* Selling through affiliate channels
- \* Understanding the Influencer Management Strategies