

# Refresher Digital Marketing Course Curriculum

## Duration of Course :- 15 days

### 1. Introduction to Digital Marketing

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

### 2. SEO – On Page

- \* 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
- \* 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.

### 5. Social Media Marketing

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