

Extended Digital Marketing Course Curriculum

Duration of Course :- 3.5 months

1. Website Development with Wordpress

- * Understanding Website Structure – Domain, sub-domains, hosting, server & CMS.
- * Introduction to Wordpress
- * How to create website using Wordpress – Wordpress Installation, Website Creation & Web-pages creation.
- * Learning basic tags such as alt tags, Anchor, Images, URL's, Title Tags, Meta Description.
- * Installing Tracking Codes on Website
- * How to use Landing Pages

2. Introduction to Digital Marketing

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

3. 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

4. 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

5. 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

6. Google Merchant Center

- * Account Creation and introduction to merchant center
- * Website Domain Verification & Account completion
- * How to List your Products
- * Run Sales & Other offers

7. 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

8. Google AdSense

- * Understanding AdSense & Account Creation
- * Domain Verification & Addition of Website
- * Understanding Ads Type & Category
- * Starting & Stopping Ads

9. 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

10. Affiliate Marketing & Influencer Marketing

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