

Digital Marketing



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1. Digital Marketing Overview

What is marketing?
What is Digital Marketing?
Why Digital Marketing?
Scope of Digital Marketing
Benefits of Digital Marketing
Digital Marketing vs. Marketing
Various Digital marketing platforms & Techniques
Latest Digital Marketing Trends

2. Search Engine and It's Basic

What is Search Engine?
How Search Engine Works?
Why Digital Marketing?
Types of Search Engines
What is Spiders?
What is crawling?
What is Indexing?
Cache Date
How to check Cache Date?

3. Google Algorithm

Google Panda
Google Penguin
Google Humming Bird
Mobilegeddon (Google Mobile Friendly Update)
Google EMD (Exact Match Domain)
PR
Google Pigeon
Google Rank Brain
Google Possum
Google Fred



4. Domain and Hosting

Domain names and extensions
What is web server and web hosting?
How to book a domain?
How to book a hosting?
Example: Go daddy, Big rock, Hostgator

5. Website Analysis

Understanding Internet
Difference between Web and Internet
Website understanding
Domain names and extensions
What is web server and web hosting?
Different Types of website
Website wireframe and architecture
Basics of developing and designing a website
Usability & user experience of a website
Why to say yes to responsive website

6. Keyword Research

Introduction to Keyword research
How and why to choose right keywords
Different types of keywords
How to do Keyword analysis
Keywords density analysis
Tools for keyword research
What is keyword proximity?
What is keyword prominence?
What is keyword frequency in SEO?
What is keyword streaming?
Localized keywords research



7. SEO ON Page Activity

Introduction to ON page optimization
What is Title, Description and Keywords tags
Length of titles, meta description and Snippets
Difference between HTTP / HTTPS
Website architecture
Website structure & navigation menu optimization
H1 to H6 Tags and their importance
Important keywords in title, meta descriptions and content
When and where keywords can be placed
Anchor Text
Image tag optimization
Content Optimization
SEO friendly content
URL Structure / Optimization
Robots.txt
Canonical Tag
404 Implementation
Different types of Sitemaps and their importance
Google SEO guidelines
Broken link analysis
On page Analysis
301 & 302 Redirection

8. SEO Concepts

Introduction to search engine optimization
Keyword Density
What is Bounce Rate?
Keyword Research, Keyword Analysis
Sandbox Effect
Google Penalty
What is Black hat SEO?
What is White hat SEO?
Good and Bad SEO Techniques
What is Google PageRank?



What is Domain Authority?
What is Page Authority?
What is Inbound Links?
What is Outbound Links?
What is Link Building?
What is Link Farming?

9. SEO OFF Page Activity

Search engines submissions
Directory Submission
Blog Submission
Blog Posting & Commenting
Article Submission
Social Book-marking
Free Classifieds
Press Releases Submission
Image Submission
Documentation Sharing
Forum Posting
Video Sharing

10. Google Webmaster Tool

11. Google Analytics Tool

Introduction to Google Analytics
Installing Analytics code in site
Analytics account structure
Setup Google Analytics Account
Settings in Analytics
Understanding Bounce Rate?
What is mean by Real Time in Analytics?
What is Audience? How to check the statistics?
What is ACQUISITION in Google Analytics?
Search Console at a Glance in Analytics tool
Understanding Goals and Conversions
How to setup Goals?
Different types of goals
How to setup funnels in Goals
Importance of funnels



Different types of goals
How to setup funnels in Goals
Importance of funnels

12. SMO Part -1 - Social Media Optimization

What is social media optimization?
Reason of using social media?
Benefits of social media optimization
Various social media platforms
Impact of using social media

Facebook Organic Promotion
Facebook Introduction
Facebook Account setup
Understanding Facebook strategies
Facebook group creation
Facebook group promotion
Facebook event management
Facebook fan page setup introduction
Types of Facebook fan page
Facebook profile pic creation
Facebook cover photo creation
Increase the likes on fan page
Edit information about page
Fan page wall posting
Types of posts
Increase post engagements
Understanding fan page setting

LinkedIn Organic Promotion
What is LinkedIn?
Importance of LinkedIn
LinkedIn profile creation
Company profile vs Individual profile
Optimizing the profile
Skills, Endorsements, Recommendations in LinkedIn



Finding jobs on LinkedIn
Job post on LinkedIn
Creating company profile
Promoting company profile
Increasing followers on LinkedIn page

Twitter Organic Promotion
What is Twitter?
Use of Twitter
Benefits of Twitter
Twitter profile creation
Profile customization
Post creation
Content & image using on Twitter
Increase followers
Using #(Hash) tag

Instagram Organic Promotion
What is Instagram?
Account creation of Instagram
Branding & Promotion on Instagram
Promotional strategies & tips on Instagram
Using hash tags (#) on Instagram
Advertising on Instagram
Creating business profile on Instagram

Pinterest Organic Promotion
What is Pinterest?
Dashboard Creation
Customizing profile
Boards in Pinterest
Website promotion
Image posting
Pinterest integration in website



13. SMM - Social Media Marketing

1) Facebook Social Media Marketing

Facebook advertising

Types of advertising

Facebook fan page promotion

Boost post

Awareness

Consideration

Conversion

Traffic on website *Practical session 1

2) LinkedIn Social Media Marketing

Advertising on LinkedIn

Types of promotion

Audience targeting

Bid strategies

Ad format

Ad dimensions & rules *Practical session

3) Instagram Social Media Marketing

Advertising on Instagram

Types of promotion

Audience targeting

Bid strategies

Ad format

14. Social Media Automation

What is social media automation?

Why social media automation?

Buffer

Hoot-suit

Social media account setup with tools

Post creation & Promotion

Performance analysis



15. Local SEO

What is Local SEO
Importance of Local SEO
Submission to Google My Business
Completing the Profile
Local SEO Ranking Signals
Local SEO Negative Signals
Citations and Local
Submissions

16. Google AdWords Training

17. Google AdWords Training

18. Mobile Marketing

19. Content Marketing

20. E-mail Marketing

21. Affiliate Marketing

22. Online Reputation Management

What is ORM?
Importance of ORM
How to build online reputation?
Importance of ORM in SEO
Importance of ORM in SMO
Review monitor sites & blogs
Tools for ORM

23. Digital Marketing Interview Questions & Answers

