

Digital Marketing Course Content

Pre-requisite: Basic knowledge of Internet.

Introduction to Digital Marketing

WordPress Website Designing

Search Engine Optimization (SEO)

Fundamentals + Keyword Research + Competition Analysis + Onpage + Offpage +
Local SEO + Recovery Process

Google AdWords
(PPC)

Google AdWords
(Shopping Ads)

Google AdWords
(Mobile Marketing)

Google AdWords
(Display Ads)

Google AdWords
(YouTube Ads)

Google AdWords
(Certifications)

Social Media Marketing

Facebook + Twitter + YouTube + LinkedIn + Pinterest + InstaGram

Email
Marketing

ORM

Inbound
Marketing

Google
Adsense

Google Adsense

Affiliate
Marketing

Freelancing

Live Project

Content:

Introduction to Digital Marketing

- What is marketing?
- How we do Marketing?
- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms and Strategies
- Comparing Digital with Traditional Marketing
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies of Digital Campaigns
- Search Engine Optimization

Introduction to Search Engines

- Keyword Research and Competition
- Onpage Optimization
- Offpage Optimization
- Local SEO
- Penguin Recover Process
- SEO Reporting

Google AdWords

- PPC Advertising (Google AdWords)
- Display Advertising
- Google Shopping Ads
- Introduction to Bing Ads
- Remarketing in AdWords

Mobile Marketing

Video Marketing

Google AdWords Certification

Social Media Marketing

- Introduction to SMM
- Facebook Marketing
- Facebook Advertising
- Twitter Marketing & Ads
- YouTube Marketing
- Google+ Marketing
- LinkedIn Marketing

Online Reputation Management

- Pinterest Marketing
- Inbound Marketing
- Google Analytics
- Audience Reports
- Traffic Reports
- Behavior Reports
- Experiments A/B Testing
- Conversion Tracking

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