

## Digital Marketing AND SEO Training Outline

Our Digital marketing training course is designed to cut through the clutter of digital marketing and provide a clear overview of this dynamic new world.

Marketing is changing. Traditional approaches that have worked for decades, or even centuries, are being swept away. In their place are a confusing mix of new, digital methods of building your brand, reaching out to customers and adding value.

Course will cover all key channels, platforms, techniques and strategies and is your fast-track, comprehensive, relevant and cost effective route to becoming a confident, knowledgeable manager with the skills to implement Internet, Social Media and Mobile marketing (emarketing/marcomms) effectively for business growth and development in the short, medium and long-term.

On completion of this course, you would get to know the tid-bids of Digital Marketing. This training module is a comprehensive one covering all the aspects of Digital Marketing. The module is spread over a month and consists of 60 hrs of total sessions.

**Module 1- Introduction to Digital Marketing**

Introduction and Course Overview

History of the Internet

Who Is Online & What Do They Do Online?

What Do The Statistics Tell Us?

Real v/s Digital World

Careers and prospects in Digital Marketing

**Module 2- Way to Organic Search**

Basics on Search Engines, Search Results, Crawlers and Indexing

Ranking and Results, How do Search Engines Derive Importance?

Understanding the SERP

Search Engine Algorithms

Google Algorithm Updates

Page Rank Technology

Panda Update and its Importance

**Module 3- Organic Search**

On-Page-Meta Tags, Description, Keywords, Title Tags

Off-Page-Link Building, URL/Article/Blog Submissions

**Module 4-Keyword Research and Tactics**

Introduction to Keyword Research

Types of Keywords

Keyword Research Methodology

Keywords Analysis Tools

Finding the good keywords

Localized Keywords Research

Language Based Keywords

**Module 5- Case Studies**

Case studies and best practices

Practical Sessions

**Module 6- Google Analytics**

Google Analytics- How to set up Analytics

Linking Analytics with other properties

Creating Goals and Tracking Conversions

Understanding Google Analytics Reports

Let's give a test

**Module 7- Google Webmaster**

Setting up a Webmaster A/C

Setting up Sitemap in Google Webmaster

Checking External and Internal Linking

Understanding the Webmaster Report

**Module 8-Online Business Tools**

Understanding various models by case Studies

Media Buying and Planning

Formula for Media Buyings

KPIs

**Module 9- Content Marketing**

Introduction to Content Marketing

Business Opportunities in Content Marketing

Blogs

Articles

**Module 10- Case Studies**

Case studies and best practices

Practical Sessions

**Module 11- Social Media Marketing**

What is Social Media?

Is SM necessary?

What are the Components of Social Media?

What is everybody doing in the SM

Practical Sessions

**Module 12- Social Media Marketing**

Various SM Platforms

Facebook Marketing-Creation of FB Page, Profile and Group

Creation of Content to create hype and Reach

How to increase likes and fans?

Understanding FB Analytics

FB Lab

**Module 13- Social Media Marketing**

Twitter Marketing

How to use Twitter in creating your Brand Identity

How to increase Followers and who to Follow?

Understanding Twitter Analytics

Twitter Lab

**Module 14- Social Media Marketing**

YouTube Marketing

Creating YouTube Channel

How to upload YouTube Videos, create description and increase views

Understanding YouTube Analytics

YouTube Lab

**Module 15- Social Media Marketing**

Pinterest-Creating and following Pins  
Other SM Platforms  
SM Lab

**Module 16- Online Marketing & Adwords**

Basics of SEM  
AdWords A/C Setup  
Running your first Campaign  
AdGroups and Keywords  
Running your first Text Ad  
Understanding Billing and Accounting

**Module 17-Adwords-Display Advertising**

Setting a Display Network Campaign  
Concept of CPM and Branding  
Automatic Placements  
Manual Placements  
Placement Tool  
Contextual Targeting Tool  
CPC

**Module 18-Facebook Adverts**

Setting up a FB Campaign  
Running your FB Ads  
Understanding FB Ads Reporting  
FB Adverts Lab

**Module 19-Mobile Marketing**

Basics of Mobile Marketing  
Trends in Mobile Marketing  
Proximity Marketing  
Whats App  
QR Code  
Miss Call Campaign  
Mobile App  
Smart Messaging  
Advantages and Tactics in Mobile Marketing  
Case Study of Mobile Marketing

**Module 20-Case Study and Digital Marketing Lab**

Case Studies in Digital marketing  
Digital Marketing Training Lab