



24-Week Digital Marketing Syllabus

Introduction to Digital Marketing

- Why Digital Marketing?
- Traditional versus Digital
- Mindset behind Digital Marketing?
- Expectations on when to Advertise Online
- What are Search Engines and Basics?
- How Search Engines works?
- Popular Search Engines.
- Crawlers / Spiders
- Visibility on Search Engines
- History of Google
- Name of Google Crawler
- About SERPs

Website and Basic

- What is Website?
- Domain & Domain name
- Extensions and Sub-Domains
- Web Server and Hosting
- About Protocols
- What is URL?
- What is link ?
- Types of links
- SEO Friendly URLs



Website Planning and Creation

- Analysis and Selection of topic / objective before purchasing domain hosting
- How to choose a domain name Keyword research for name selection
Points to check before purchasing a domain
- How to select the best hosting
- How to compare service providers before purchasing domain and hosting

Creation of Website using Wordpress

- What is Cpanel
- How to choose a domain name Keyword research for name selection
Points to check before purchasing a domain
- Introduction to CMS (Content Management System) and WordPress
- Installing WordPress and Launching a Website Plugins
- Customization and Setup

Introduction on SEO and About Algorithms & Updates of Google

- Organic Vs Paid Results
- Techniques of SEO
- White Hat SEO
- Grey Hat SEO
- Black Hat SEO
- Google Algorithms and Updates



Basic Terms and Backend work

- What is DA and PA?
- What is Page Rank?
- What is Link Juice?
- What is Backlinks?
- What is Link Building?
- What is Do follow and No Follow?
- What is inbound and outbound Links?

Market Research and Keyword Planning

- What is Keyword
- Various types of Keywords.
- Importance of Long Tail Keywords
- Google Suggestions
- What is LSI Keywords
- How to choose best keywords
- Tools for Keyword Research
- Assignment: Keyword Research

Search Engine Optimization

- Introduction to SEO
- Importance of SEO
- Types of SEO
- Technical SEO



Meta Tag Optimization

- What is page title and page description?
- Importance of meta tags
- Rules to create meta tags
- How to create meta title and descriptions?
- Tools for meta tags optimization
- How to edit snippets Plugins for word press

Website Tags Optimization

- How to check the tags of the website?
- How to optimize Heading Tags?
- How to optimize Alt tags?
- About language tags
- Canonical tags
- About Anchor tags
- How to fix the Tags of the website?

On page Status Report and check Errors

- Broken Links
- 404 errors
- W3C errors
- Speed Optimization
- Mobile Optimization
- Content Optimization
- SEO Tools
- Website's Files
- How to fix all errors
- How to create the on page status report?



Google Webmaster Tool / Search Console / GWT

- Introduction of Google Webmaster Tool / GWT / Search Console
- About dashboard
- Clicks and Impressions
- Links coming to your site
- How to create and submit Sitemaps
- How to create Robots.txt file
- URL Inspection
- Finding Broken Links
- Identify Crawling errors
- Mobile Optimization
- Bing Webmaster tool

Website Full analysis and Tools

- What is website audit
- Various tools for website audit.
- Benefits of website audit
- How to check issues manually
- Website audit formats
- Website audit checklist 2020
- Essentials points of website audit

Assignment: Website Audit



Off Page SEO

- Introduction to Off Page SEO
- Use of Mozbar Chrome Extension
- What is DA and PA?
- What is Page Rank?
- What is Link Juice?
- What is Backlinks?
- What is Link Building?

Off Page SEO Techniques

- How to find High PA DA Websites for submission
- Importance of NAP
- Profile creation
- Forum participation
- Q&A participation
- Blog commenting
- Publish Articles
- Write guest posts
- Wheel Linking
- Web 2.0
- Links through image , video , infographics publishing
- Social bookmarking
- Links through PDF/PPT publishing
- Directory submissions
- Link Building Report Format

Assignment: Creating Off Page SEO report



Local SEO / Google My Business / GMB

- Importance of Local SEO
- Introduction to GMB Dashboard
- How to add business
- How to create profile in GMB
- How to use keywords for better ranking
- How to update regularly for better results
- Factors affecting GMB ranking

Technical SEO

- Importance of Technical SEO
- Indexing
- Making URL friendly URL's
- Page Speed
- Mobile Friendliness
- Schema Markup
- Https Encryption
- User Experience
- Crawl Optimization
- Redirections
- Duplicate Content
- Bad Backlinks

Assignment: Check Technical SEO issues in a website



Google Analytics

- Importance Of Google Analytics
- All Fundamentals
- Track landing pages and location
- Tracking Conversions
- Visitors Behaviour
- Goals and funnels
- Monitoring Website Performance
- Traffic Information
- Bounce Rate
- Sessions
- Conversions
- About Events
- Advance Analytics
- Google Tag Manager

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
- Importance of Social Media Profile Creation
- How to post on FB, Instagram, Twitter and LinkedIn
- How to share post on Social Media Wordpress Plugins and Tools for Sharing
- Importance of Hashtags



- Introduction to Pinterest
- Importance of Pinterest Integration with website
- Youtube Video Optimization and Analytics

Content Marketing

- What is Content Marketing
- Content Strategy
- Content and Marketing Funnel
- Content Ideation
- Content Creation
- Content Promotion
- Analysis and Reporting

Online Reputation Management - ORM

- What is Online Reputation Management?
- Need of ORM
- How to handle negative reviews
- How to manage online reputation Role of SEO in ORM
- Tools for managing ORM

Introduction to Google AdSense

- Google AdSense Interface
- Google AdSense Insights
- Placing Ads with Google AdSense



Social Media Marketing

Introduction To social Media

- Understanding the Social Media
- Value of Social Media
- Find the Right Channel for marketing
- Why your Business require Social Media Optimization
- Different Social Media Networks

Intro to Facebook

- Facebook As social media
- Page Vs Profile
- HashTags
- Facebook Page insights
- Do's and Don'ts of Facebook Page
- Facebook content creation strategy?

Facebook Marketing

- Facebook Ads Overview
- Brand Awareness ads
- Traffic ads
- Video Ads
- Page Like Ads
- Remarketing ads



Intro To LinkedIn

- Introduction to LinkedIn and how it works
- How is LinkedIn important for business
- Creating Individual profiles and Company Pages
- User Engagement
- Increase Connections
- Job Portal

LinkedIn Ads

- Advertising on LinkedIn
- Get started with Campaign Manager
- Brand Awareness
- Lead Generation ads
- Remarketing on LinkedIn
- Measure and optimize your campaigns
- Analytics

Twitter Marketing

- Twitter basics and optimizing Twitter
- Content making to tweet and limitations
- Use of Hashtags
- How to engage Audience and generate sales.
- Tools for twitter
- Analytics tracking
- Paid Ads of Twitter



Social Media Marketing/ Google Ads

Instagram Marketing

- What is Instagram and how to get started!
- Difference between simple account and Business account
- What are hashtags and what are the use
- How to increase engagement
- Tracking analytics of page
- Sponsored Ads on Instagram

Pinterest Marketing

- About Pinterest and how it is different from other channels.
- Setting up Pinterest account and Business account
- Tracking analytics
- How to Engage audience
- Paid Ads

Google Ads

- What is Pay per Click Marketing (PPC)
- Why we need PPC
- Importance & Benefits of PPC
- Other Pay-Per-Click Providers
- Major Pay per Click Search Engines
- Google AdWords



Keyword Research

- What is Keyword Research?
- Difference between SEO & PPC keywords(p)
- Research PPC Keywords
- Importance of target keywords
- Select Targeted/related Keywords
- Categorize Keywords in Ad groups (p)

Search Ads

- Create Effective Ads Ad groups
- Unique Title
- Measurement of Title, Description URL
- Ad that produce better ROI (p)
- Example of Successfully Effective ads (p)

Bids Management in PPC

- What is bidding?
- What is Quality Score?
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid for Ad position
- User Define bids and Google Automatic Bids
- Importance of bidding techniques



Google Ads/Email Marketing/ Affiliate Marketing

Display Ads

- Introduction to Display Network
- Setting a Display Network Campaign
- Manual Placements Tool ?
- CPC Bidding and CPM Bidding
- Conversions

Video Marketing

- Introduction to YouTube
- Creating Channel On YouTube
- How to Engage audience
- Monetization
- Paid Ads

How important is Landing Page for PPC

- What is Landing Page?
- Ads versus Landing Page
- Important of Landing Page
- Optimize your landing pages
- How to Increase conversion rates
- What is “Click-through-Rates” (CTRs)
- Use ‘Calls to Action’



Email marketing

- Introduction To Email marketing
- Introduction to tools
- Newsletter
- Auto responder
- Landing Pages
- Forms
- Funnels

Assignment

- Content Calendar
- Social Media Assignment
- Google Ads assignment

Affiliate Marketing

- What Is Affiliate Marketing
- Affiliate Networks
- Partnership with Affiliate Network
- Strategy / Planning
- CASE STUDIES

