

DIGITAL MARKETING COURSE

Duration: 3 Months + 1 Month Internship (FREE)



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CURRICULUM

● Overview of Digital Marketing

- What is Marketing and Digital Marketing?
- Understanding Marketing and Digital Marketing Process?

● Website Creation Basics

- Understanding about the Internet, websites,
- Planning of a website: Statics, Dynamics
- About CMS and creating a website in WordPress
- Domain Booking
- Server & Hosting

● Search Engine Optimization

- What is SEO?
- What are search engines and their functions?
- Understanding traffic, keywords, etc.
- On-page optimization
- Site Analysis
- Keyword Research with Google Keyword Planner
- Keyword Planning
- Domain
- URL Structure
- Title Tag
- Meta Tag
- Canonical Tag
- H1 Tag
- Image Optimization (Alt Tag)
- Anchor Tag
- Content Optimization
- Sitemap Creation & Submission (html and xml)
- Robots.txt
- Custom 404
- 301 Redirect

- **Off-Page Optimization**

- What is Off-Page SEO?
- Why Off-Page is Important
- What are Backlinks?
- Backlinks Creation Methods
- Difference Between Do Follow and No Follow Backlinks
- What is Google PageRank
- How to Increase Google Page Rank
- Profile Submissions
- Social Bookmarking Submissions
- Article Writing & Submission
- Image Creation and Submission
- Q&A
- Classifieds Posting
- Forum Posting

- **Google Web Master Tool (Search Console)**
- **SEO Interview Questions**
- **Other SEO Tools**

- **Local SEO Google My Business (GMB)**
- **PPC Advertising (Google Ads & Express)**

- Understanding organic search results
- Introduction to Google Ads & PPC advertising
- Setting up a Google Ads account
- Understanding the ad account structure
- Campaigns, Ad groups, Ads, Keywords, etc.
- Types of Advertising Campaigns-Search, Display, Video
- Difference between search & display campaign
- How does ads rank ads
- What is quality score
- Why is quality score important? What is CTR?
- Why CTR is important: Understanding bids
- Understanding ad-extensions
- Types of ad extensions
- Adding ad extensions to our Campaign
- Creating ad groups
- Finding relevant ad group options using a tool
- Creating ad groups using a tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in an ad group using the keyword planner tool
- Understanding types of keywords: Broad, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads

- **Social Media Marketing**

- What is social media?
- Understanding the existing social media paradigms & psychology

- How social media marketing is different than others?

● Facebook Marketing

- Facebook marketing practical session
- Creating a Facebook Page
- Increasing fans on the fan page
- How to do marketing on a fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating a Facebook advertising campaign
- Targeting in an ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using a powerful editor tool for advanced.

- Facebook Creator Studio
- Facebook Ad Breaks
- Facebook Instant Article

● Instagram Marketing

- What is Instagram?
- Understanding Instagram
- Important apps to do fan page marketing
- Instagram Advertising
- Types of Instagram advertising
- Best practices for Instagram advertising

● Google Analytics

- Introduction to Google Analytics
- How does Google Analytics work?
- Understanding Google Analytics account structure
- Understanding Google Analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google Analytics
- How to set up an analytics account?
- How to add analytics code to a website?
- Understanding goals and conversion: How do you set up goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate, how to reduce bounce rate?
- How to set up goals?
- How to integrate AdWords and analytics account
- Benefits of integrating AdWords & analytics
- Measuring the performance of marketing campaigns via Google Analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring the traffic source
- Monitoring traffic behavior

● **Mobile Web Marketing**

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing

● **Email Marketing**

- Database Collection of Email IDs
- Service provider (Mailchimp, SendGrid)
- Mail Templates
- App Store optimization (ASO)
- Add mob
- SMS marketing
- WhatsApp Marketing

● **Online Reputation Management (ORM)**

- What is online reputation management?
- Why online reputation management?
- Understanding the ORM scenario
- Ways to create a positive brand image online
- Understanding tools for monitoring online reputation
- Step-by-step guide to overcome a negative online reputation
- Best examples of online reputation management

● **AdSense & Blogging**

- What is AdSense?
- How to get approved for AdSense?
- Cool trick to get AdSense approval from Google
- Creating blogs with our Free theme
- What is Blogging?
- How to Blog?
- What is WordPress, and how do you create with WordPress?
- WordPress Themes and Plugins

● **Affiliates**

- What are Affiliates?
- How to join and earn with Affiliates?
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● **E-commerce Marketing**

- What is e-commerce?
- Top e-commerce websites around the world
- E-commerce scenario in India
- How to do SEO for an e-commerce website?



