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# Digital Marketing

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**Duration: 60 Hrs**

**Prerequisites**

- Basic knowledge of HTML / CSS is advantageous

**Course Contents**

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## 1. Introduction to Web

- **Basics of Web**
  - What is HTTP?
  - URL and its nomenclature
  - What is DNS
  - What is W3C?
  - SMTP Server
  - What is FTP?
  - How filezilla works?
  - How web works?
  - HTTP response codes
- **How websites work (Insights to servers, Domain, Hosting)**
  - Domain extension types
  - How to choose the domain?
  - What are sub domains?
  - What type of hosting should we choose?/ Types of Hosting platforms
  - Understanding server architecture
- **Types of website (Static, Dynamic, CMS etc.)**
  - Overview of websites
  - How websites are made/ Technologies used to make websites
  - Basic HTML overview (Html tags, anchor tags, alt tags)
  - W3C validation
  - Sitemaps(HTML & XML)
  - Intro to CSS, JavaScript
  - Wordpress Overview
  - Difference between posts and pages
  - Overview of Plugins
  - SEO friendly plugins

## 2. Introduction to Digital Marketing (DM)

- **Why is DM needed/ DM overview/Importance of Digital Marketing**
    - Google Insights(Evolution of Google)
    - History of Google and its algorithms
    - How search engine works?
    - Crawling
    - Indexing
    - Relevance and popularity of web pages
    - How users interact with Google?
  - **Google algorithms and insights (include panda, penguin etc.)**
    - Google Sandbox Effect
    - Google Snippets
    - What is page rank?
    - Links and link graph
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### 3. Introduction to tools

- **Google Keyword Planner**
  - Importance of keyword planner
  - How to use keyword planner
  - How to extract keywords for a website
  - Understanding & analyzing volume data & search trends
- **Google Analytics**
  - How to setup analytics account
  - Understanding the metrics like Sessions, page views, Bounce Rate etc.
  - Goals – Use & Set up
  - Creating Funnels
  - Understanding user behavior & Demographics
  - Analysis & Reporting
  - Advanced Visitor Insights
  - Cohort Analysis
- **Google Webmaster/Search Console**
  - How to setup search console account
  - How to submit a site for indexing via Console
  - Linking Analytics & Console
  - Crawl Errors – Types & how to fix them
  - Sitemap Addition
  - Setting up international Targeting
  - Rich Cards
  - Structured Data
  - How to remove spammy actions
  - Security Issues- Insights
- **Google Speed Test tool** – Checking speed on desktop & mobile and ways to improve them.
- **Alexa Rank checker tool** – Checking backlinks, & alexa rank
- **Ahref** – Checking backlinks of websites
- **Copyscape** - Check the content duplicity
- **XML** sitemap generator- Creation of XML sitemaps

### 4. SEO insights

- **Overview of SEO Factors**
    - Backlinks & its types
    - Broken Links
    - Keywords Density
    - Title & description rules for a web page
  - **Website Analysis**
    - (usage of tools, analysis factors to be discussed in detail )
    - Creating website analysis reports
    - Online website tests
  - **Competitor analysis**
    - On page optimization (will include meta tags creation, on page strategy , robots.txt , sitemap.xml creation, submitting sites to search engine, setting up Google Analytics & webmaster tools)
  - **On page strategy creation**
    - How to write title, description and other tags
    - Image optimization
    - Heading tag optimization
    - Creating SEO friendly content
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- Linking Strategy
- SEO friendly URL creation
- Latent Semantic Indexing.(LSI)
- Use of outbound & internal Links

- **Canonicalization and its implementation**

- .ht Access Files and its Importance
- Understanding redirection (301,302)
- How to deal with multilingual websites?
- Markup Schema implementation
- Data Highlighter
- AMP
- Local SEO

- **Off page optimization**

- What is site indexing?
- Types of submissions
- Directory submission
- Article submission
- Blog submission
- Classified submission
- Press Release Paid & Free Submission
- PPT/PDF Submission
- Video Submissions
- Wordpress Blog creation & its promotion

## 5. Content Marketing

- Content & its importance
- Content Optimization (Keyword Density)
- Ways to create & make viral content
- Content strategy & challenges
- Infographic creation
- Video Creation & Marketing
- Measuring results

## 6. Social Media Marketing

- **Facebook**

- FB for Business (includes page creation, understanding customer base, posting {When & how to post}, posting schedule)
- FB algo history
- FB Adverts Manager (Paid channels)
- FB Analytics (Measuring results)
- Organic Promotion insights (creation of groups, types of groups, ways to post in group, use of hashtags etc.)

- **Twitter**

- Twitter for business
- Use of hashtags
- Twitter Cards
- How to add followers – Strategy creation
- Twitter Analytics

- **Linkedin**

- Basic Insights (Linkedin Profile Creation, Page creation, how to add in groups etc.)
  - Content Strategy
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- Paid Ads /Sponsored ads (How to set up a campaign, various tactics to reach out to the customers/target audience)

## **7. Google Adwords**

- Account /Campaign Creation
- Insights to Google Adwords Structure
- Insights to MCC
- Data Feed Creation
- Google Shopping Ads
- Types of modes – CPC, CPM, CPA etc.
- Landing Page – Need & optimization
- Display Ads & Text Ads
- Geo Targeting
- Sitelinks
- Bid Management
- Ad Scheduling
- Remarketing
- Campaign Monitoring
- Adwords Policies
- Reporting

## **7. Email Marketing**

- Use & need of email marketing
- Working of email servers
- Understanding email nomenclature like open rate, spam, soft bounce etc.
- Introduction to various tools like Mailchimp
- Landing Pages
- Mail Automation

## **8. Mobile Marketing**

- Insights to Mobile Apps
  - App store Optimization (ASO)
  - How to increase downloads
  - SMS Marketing
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