Digital Marketing

Duration: 60 Hrs
Prerequisites
- Basic knowledge of HTML / CSS is advantageous

Course Contents

1. **Introduction to Web**
   - **Basics of Web**
     o What is HTTP?
     o URL and its nomenclature
     o What is DNS
     o What is W3C?
     o SMTP Server
     o What is FTP?
     o How filezilla works?
     o How web works?
     o HTTP response codes
   - **How websites work (Insights to servers, Domain, Hosting)**
     o Domain extension types
     o How to choose the domain?
     o What are sub domains?
     o What type of hosting should we choose?/ Types of Hosting platforms
     o Understanding server architecture
   - **Types of website (Static, Dynamic, CMS etc.)**
     o Overview of websites
     o How websites are made/ Technologies used to make websites
     o Basic HTML overview (Html tags, anchor tags, alt tags)
     o W3C validation
     o Sitemaps(HTML & XML)
     o Intro to CSS, JavaScript
     o Wordpress Overview
     o Difference between posts and pages
     o Overview of Plugins
     o SEO friendly plugins
2. **Introduction to Digital Marketing (DM)**
   - **Why is DM needed/ DM overview/Importance of Digital Marketing**
     o Google Insights(Evolution of Google)
     o History of Google and its algorithms
     o How search engine works?
     o Crawling
     o Indexing
     o Relevance and popularity of web pages
     o How users interact with Google?
   - **Google algorithms and insights (include panda, penguin etc.)**
     o Google Sandbox Effect
     o Google Snippets
     o What is page rank?
     o Links and link graph

3. **Introduction to tools**
   - **Google Keyword Planner**
     o Importance of keyword planner
     o How to use keyword planner
     o How to extract keywords for a website
     o Understanding & analyzing volume data & search trends
   - **Google Analytics**
     o How to setup analytics account
     o Understanding the metrics like Sessions, page views, Bounce Rate etc.
     o Goals – Use & Set up
     o Creating Funnels
     o Understanding user behavior & Demographics
     o Analysis & Reporting
     o Advanced Visitor Insights
     o Cohort Analysis
   - **Google Webmaster/Search Console**
     o How to setup search console account
     o How to submit a site for indexing via Console
     o Linking Analytics & Console
     o Crawl Errors – Types & how to fix them
     o Sitemap Addition
     o Setting up international Targeting
     o Rich Cards
     o Structured Data
     o How to remove spammy actions
     o 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**
     o Backlinks & its types
     o Broken Links
     o Keywords Density
     o Title & description rules for a web page
   - **Website Analysis**
     o (usage of tools, analysis factors to be discussed in detail)
     o Creating website analysis reports
     o Online website tests
   - **Competitor analysis**
     o 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**
     o How to write title, description and other tags
     o Image optimization
     o Heading tag optimization
     o Creating SEO friendly content

- 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

- o Paid Ads /Sponsored ads (How to set up a campaign, various tactics to reach out to the customers/target audience)

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

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

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