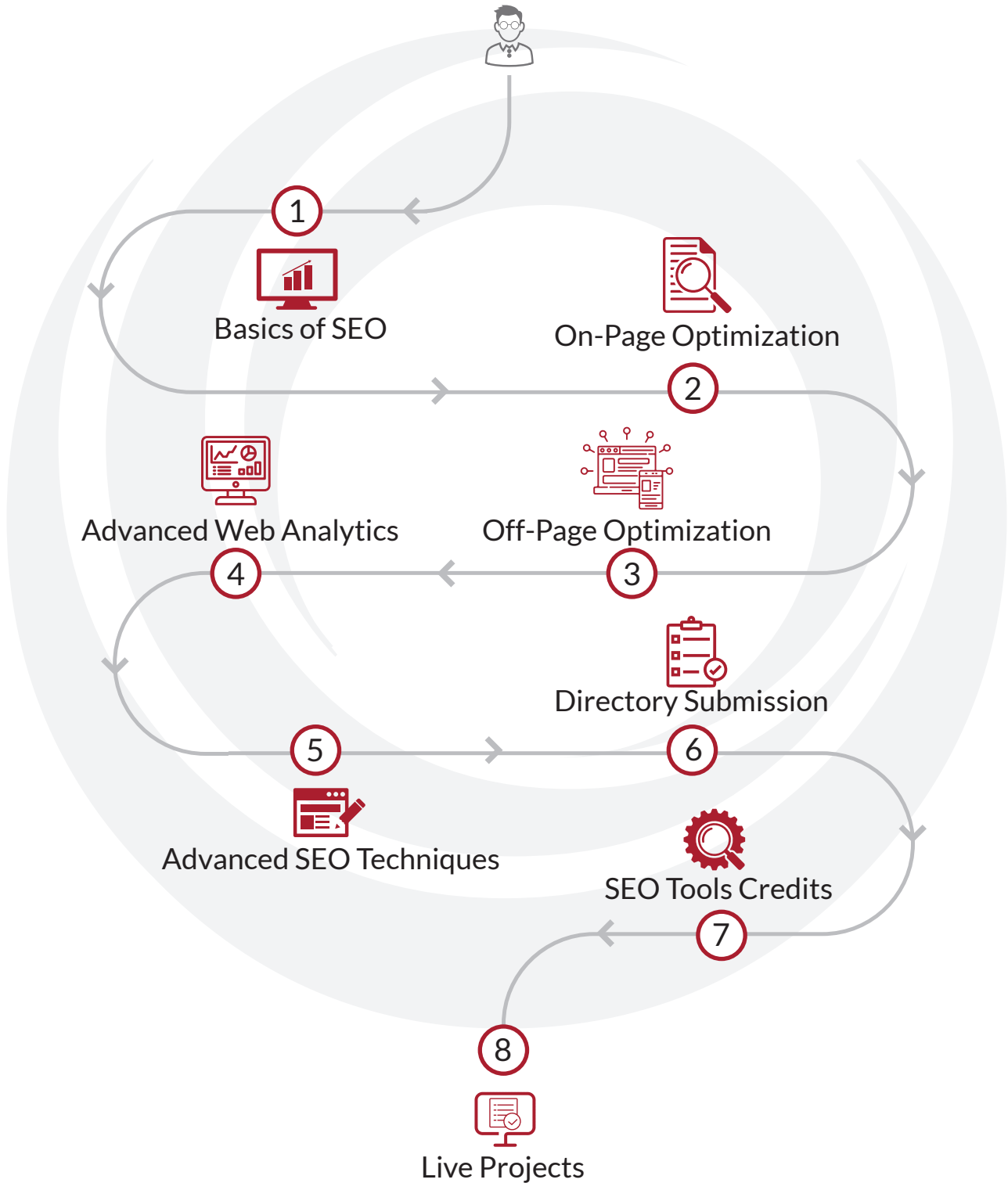




DIGITAL MARKETING COURSE

Learning Path





BASICS OF DIGITAL MARKETING

- 1 Introduction to Digital Marketing
- 2 Importance of Digital Marketing
- 3 Traditional Vs Digital Marketing
- 4 Types Of Digital Marketing

Step ①

Basics of SEO

- Digital Marketing Program Introduction
- Introduction What is SEO, History of SEO, Why SEO, What to avoid in SEO, How to optimize your site, Pre-site Optimization SEO: Concept, definition and what to avoid in SEO, Researching Market Category and Competitors, The importance and benefits of SEO, Optimization of a site.
- Search Engine overview, How does a Search Engine Works, Search Engine Rank, Major search engines.
- On Page SEO and Off Page SEO, Factors influencing On Page optimization, Off-Page SEO.
- Web Directories Explain the use of directory submission in SEO, Define Blog Directories, Can act professionally in undertaking directory submission in SEO.
- Search Engine Spam, Page-Level Spam Analysis, Domain- Level Spam Analysis, Steps to find Spam, Getting Penalties Lifted Guidelines to Tutors for assessing (commenting and grading) assignments.
- SEO Tools, Different types of SEO tool, Get an idea about some commonly using SEO Tools.

Step ②

On-Page Optimization

- Black hat and White hat SEO Introduction, Learning Objectives, Black Hat SEO, White Hat SEO, White Hat and Black Hat SEO Techniques, White Hat vs. Black Hat, Gray Hat SEO Techniques
- SEO Friendly Content Writing Introduction, Learning Objectives, On-Page Optimization, Website Content Unique, High Quality Content, SEO Content Writing (Copywriting), Content Location and Content Density, Advantages of Having Great Content

- Image SEO Introduction, Learning Objectives, Image Optimization, Tips for Image SEO, Meta Tags.
- Internal and External Link Building Introduction, Learning Objectives, Internal Link Building, External Link Building , Link Popularity
- Sitemap Creation Introduction, Learning Objectives, Importance of Sitemaps, Why use a sitemap?, XML Sitemaps
- Keyword Integration and Optimization Introduction, Learning Objectives, Keyword Optimization, SEO Keyword Optimization, PPC Keyword Optimization, Social Media Keyword Optimization, Important things while optimizing keywords, Keyword Suggestion Tools
- Search Engine Spam, Page-Level Spam Analysis, Domain- Level Spam Analysis, Steps to find Spam, How to avoid google penalty
- Research - SEO loopholes for better ranking | Common SEO Mistakes and How to Fix Them

Step ③

Off-Page Optimization

- Directory Submission Introduction, Learning Objectives, What is Directory Submission in SEO, Types of Directory Submissions, Steps to Follow in Directory Submission, Use of Directory Submission in SEO, Benefits of Directory Submission
- Link Building Introduction, Learning Objectives, What is Link Building?, Link Building tactics to boost off page SEO, How to increase Link Popularity
- Submission And Blogging Introduction, Learning Objectives, What is Article Submission, Advantages of Article Submission, Steps to follow in Article Submission, Blogging

Step ④

Advanced Web Analytics

- Introduction to Web Analytics, Learning Objectives, What is Web Analytics, Web Analytics Process, Analytics Terminology, Common Analyses and Reports, Web Analysis Usages.
- Competitive Intelligence Analysis Introduction, Learning Objectives, Competitive Intelligence Analysis Overview, Website Traffic Analysis, Search and Keyword Analysis.

Step ⑤

Advanced SEO Techniques

(Product/Service/Showcase Website Analysis, Competitor Analysis, Keyword Finding, Keyword Finalizing, Google Analytics, Structured Data, Alt Tags, Search Console, XML Sitemap, RSS/Feed)

- Dynamic SEO Introduction , Learning Objectives, Difference between static and dynamic sites, SEO for WordPress, SEO for BlogSpot, How to optimize Scratch websites, Mobile SEO
- Keyword Research and Analysis Introduction, Learning Objectives, Introduction to keyword research, Website analysis and reporting, SEO strategy making, Long Tail Keyword, SWOT Analysis of a website
- Google keyword planner Introduction, Learning Objectives, Google Keyword Planner in SEO, Benefits of keyword planner, Keyword Tool vs. Keyword Planner
- Google Algorithms Introduction ,Learning Objectives, An Overview, Google's Pigeon Rank, Panda Update, Penguin Update, Google Humming Bird, Mobilegeddon etc...

Step ⑥

Directory Submission

- Directory Submissions Overview Introduction, Learning Objectives, Directories and Directory Submissions, Types of Directory Submissions, Importance of Directory Submission in SEO, Guidelines for Directory Submission, Myths about Directory Submissions, Summary, Unit-End Questions, Glossary
- How To Do Directory Submission Introduction, Learning Objectives, How to do directory Submissions by Yourself, Compile a List of Directories, Check for SEO-Friendly Factors, Choose the Right Category, Submit Website Details, What happens after a site has been submitted, Summary, Unit-End Questions, Glossary
- Link Placement ,Introduction, Learning Objectives, What is Link Placement, How to find your Directory Links, Outsourcing Directory Submissions, Summary, Unit-End Questions, Glossary
- Recommended Directory Submissions Introduction, Learning Objectives, Yahoo Directory, Best of Web Directory, DMOZ, Summary, Unit-End Questions, Glossary.

Step ⑦

SEO Tools Credits

- Keyword Research Tools Introduction, Learning Objectives, SEO Tools, Google Adwords Keyword Planner, Keyword tool, Uber Suggest, SEMRush, Keyword Revealer, Keyword Eye, Answer the Public, KW Finder, Long Tail Pro
- Ranking Tools Introduction, Learning Objectives ,Google Search Console, SEMrush, Authority Labs, SEO Monitor, AMZ Tracker, WebCEO, YoRocket, Whitespark, Seobility, SEO & Website Analysis (WooRank)

- Content Tools Introduction Learning Objectives, About Content Tools, Outdated Content Finder, Yoast WordPress Plugin, Socialcrawlytics.com, Quick Sprout, Copyscape, Buzzsumo, Siteliner, SEO- Browser, Summary, Unit-End Questions, Glossary
- Technical Tools Introduction, Learning Objectives, WooRank Plugin, Screaming Frog, DeepCrawl, Pingdom Website Speed Tool, XML Sitemap Validator, Small business SEO Tools
- AI tools (ChatGPT, Google Bard, Bing Chat, Jasper AI etc..)

Step ⑧

Social Media Optimisation & Marketing

- Gain in-depth knowledge on Social Media Marketing channels like Facebook, Instagram, Youtube and Twitter
- Creating Facebook page for business, Optimizing social media pages/profiles
- Garner skills to create social media strategy
- Get to know more on social media tools
- Learn about advertising and Facebook Marketing Platform, Social Sharing, Online Reputation Management, Social Media Analytics, Insights
- Hashtags
- Image Optimisation

Step 9

Social Media Marketing

- Structure of post, Content creation in social media
- Analysis of likes, followers, share, comment
- Understanding the terms, brand awareness, reach, engagement, impressions, target audience
- Paid Ads(Fb, Instagram, LinkedIn)- Campaign set up, Type of ads, Ad optimisation, Targeting/Retargeting, set up facebook pixel code
- Social Media Analytics- Analysis, report generation
- Social Media Tools

Step 10

PPC Tools & Techniques

- Setting up PPC strategy
- Understanding keyword research & planning, ad types, advanced ad features, extensions
- Know the targeting options, keywords, placements, Bidding, Budget, Location targeting, search network, display network Keyword match types, Managing search terms, Negative keywords
- Creating compelling ads & optimisation, Advanced ad features, Search/Display/Video, Ad group organisation, Quality score
- Report Analysis




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