Digital Marketing

Course Module & Details
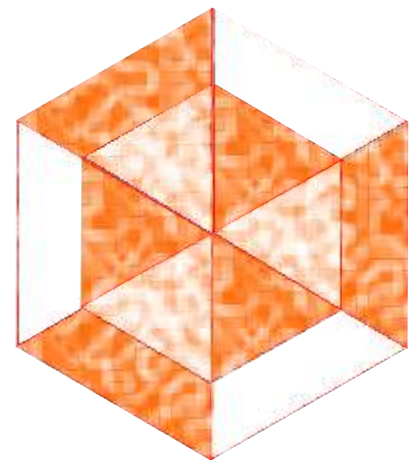
- SEO
- SERP
- SEM
- SMO
- BLOGGING

INTERNET MARKETING TRAINING

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SEO (Search Engine Optimization) Course Details

On page Optimization Course Details   **Course Fee: INR 49,000/-**

- **What is On-Page Optimization**
  o Keyword Research with Google Keyword Planner.
  o How to Select a Domain Name?
  o Page Naming {URL Structuring}and Folder Naming
  o Image Naming, Image Title and ALT Tags Creation

- **What are Meta Tags**
  o Description
  o Keywords
  o Author
  o Country
  o Robots
  o Redirection Tags
  o Headings Tags {H1 to H6}

- **What is Content Writing?**
  o SEO Friendly Content Writing {Insert keywords in content}
  o Anchor Text, Link Title
  o Robots.txt file use and creation
  o HTML Sitemap creation
  o XML Site Map Creation
  o Text sitemap

- **Google Webmaster Tool**

- **Google Analytics Tool**
  o How To Setup Google Analytics
  o How To Get Tracking Code
  o How To Use Tracking Code
  o How To Track Real Time Visitors
  o How To Track Offline Visitors
  o Difference Between Sessions and Users
  o How To Connect Google Analytics With Webmasters, Adwords and Adsense
  o What is Alexa?
     Alexa Integration

SEO BASICS

SEO (Search Engine Optimization) Course Details

Off page Optimization Course Details

- **What is Off-Page Optimization?**
  - o What are Back links?
  - o Why Back links are Important?
  - o How to Get Back links?
  - o Difference Between Do-Follow and No-Follow Back links
  - o What is Google Page Rank?
  - o How to Increase Page Rank?
  - o Search Engine Submissions
  - o Directory Submissions
  - o Article Writing and submissions
  - o Press Release writing and submissions
  - o Blog Posting and comment writing
  - o Classifieds posting
  - o Forum Posting
  - o Business Listing
  - o Social Bookmarking
  - o Social Networking
  - o RSS Feeds
  - o Link Exchange (one way, two way and three way)

Search Engine Algorithms Details

- **Basics**
  - o What is Search Engine's Algorithms?
  - o How Algorithms Works?
  - o Why a Search Engine Need to Update It's Algorithm?
  - o Search Engine Penalties and Recoveries.
  - o Why a Search Engine Penalize a Website?

- **Advanced**
  - o What is Google Panda Algorithm?
  - o What is Google Penguin?
  - o What is Google EMD Update?
  - o How to save your site from Google Panda, Penguin and EMD Update?
  - o How to Recover your site from Panda, Penguin and EMD?

Final stage of SEO

- Black Hat, White Hat and Grey Hat SEO Techniques
- How to Make SEO Strategies
- Best SEO Strategies

  What Search Engines love and hate to promote?

SEM - PPC (Search Engine Marketing) Course Details

- PPC Introduction and Training Module
- How to create PPC Campaign
- How to select Keywords for PPC Campaign
- Creating ADs for your PPC Campaign
- How to Manage bids in PPC Campaign
- PPC Landing Page and Ads vs Landing Page
- How to Report in PPC

  Tools for PPC optimization - **Google Adword Tool**

SMO (Social Media Optimization Course) Details

- What is Social Media (Basics)?
- Why Social Media is Important for Online Promotion?

  Different kind of Social Media and Networking Sites

Major Social Media

Facebook
Twitter
Google Plus
You Tube
Email Marketing

·Blogging, Adsense and Affiliate Marketing Details

- o What is Blogging?
- o How to Blog?
- o What is Wordpress and How to Create with Wordpress.
- o Wordpress Themes and Plugins.
- o What is Adsense?
- o How to Create an account with Adsense?
- o What is Affiliates?
- o How to Join and Earn With Affiliates?
- o Top Indian and Worldwide Bloggers?

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Complete Digital Marketing Course

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