



Digital Marketing(DM)

Modules

1) Search Engine Optimization (SEO)

I) On-Page Optimization

- **Meta Tags Optimization**
- **Canonical Tag**
- **Heading Tags in Content**
- **Description Tags**
- **Keyword Research**
- **Keyword Proximity, Density, Analysis**
- **Header Keyword Optimization**
- **Footer Keyword Optimization**
- **Image Optimization**
- **Image Alt Tags**
- **Google Sitemap Creation**
- **Web Page Weight/Rank**
- **Internal Link Building**
- **Robots File Optimization**
- **Anchor Text**
- **URL Renaming/Re-writing**
- **Website Audit**

II) Off-Page Optimization

- **Submission to Search Engine**
- **Directory Submission**
- **Deep Linking**
- **Inbound Links**
- **Blog Submission**
- **Article Submission**
- **Classified Submission**
- **Forums Submission**
- **Social Bookmarking**
- **Press Release Submission**
- **One Way Link Building**
- **Two Way Link Building**
- **Three Way Link Building**
- **Competitor Analysis**
- **HTML, Logo and Its Importance**
- **Copyrighting**
- **Call to Action Button**
- **Copy Scape**



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2) Social Media Marketing (SMM)

- I) Social Media Optimization and Marketing**
- II) Facebook Marketing**
- III) Google Plus Marketing**
- IV) Twitter Marketing**

3) Google AdWords and Google Certification Training

- I) PPC Training Introduction**
- II) Google AdWords Networks**
- III) Set-Up PPC Campaign**
- IV) Click Through Rates (CTR)**
- V) What is Keyword Research**
- VI) Create Effective Ads**
- VII) What is Bidding**
- VIII) What is Quality Score**
- IX) Bid for Ad Position/ Bid Management**
- X) What is Landing Page**
- XI) Mobile Marketing**
- XII) Video Marketing**
- XIII) Display Network Campaign**
- XIV) Remarketing**
- XV) Google Certification**

4) Google Analytics

- I) What is Web Analytics**
- II) Purpose of Analytics**
- III) Web Properties**
- IV) Managing Accounts**
- V) Dashboard**
- VI) Exporting Reports**
- VII) Advertising Analytics**
- VIII) AdWords Data Analytics**
- IX) Traffic Sources**

5) Mobile Marketing

- 6) Affiliate Marketing**
- 7) Email Marketing**
- 8) Online Reputation Management (ORM)**
- 9) Google Webmaster Tools**
- 10) Content Marketing**
- 11) Digital Marketing Strategy**
- 12) Creating A Blog**
- 13) Media Buying and Selling**
- 14) Ecommerce Business**
- 15) Viral Marketing #Tags**
- 16) WhatsApp Digital Marketing**
- 17) Live Streaming**
- 18) Webinar Marketing**
- 19) Freelancing Techniques**
- 20) Landing Page Techniques**