**Advance Digital Marketing Training**

**Duration-3Month+3Month Internship.**

**Introduction of Digital Marketing.**

* Web Creation
* HTML Basics
* Web Page Basics: What is HTML, JavaScript,CSS
* Basic HTML Tags to create a web page

**Introduction to SEO**

* How do Search Engines work?
* Indexing & Crawling Basics
* Optimizing Crawl Budget
* Organic Search vs. Paid Search Results
* Anatomy of a Search Result (Search Snippet)
* What is On-page SEO (Content, Architecture, HTML)?
* What is Off-page SEO/Link Building (Social, Content-based, PR)?

**Keyword Research**

* Finding Seed Keywords: Mind Map for Keyword Research
* Using Wikipedia, Forums for Keyword Research
* Keyword Research Process – Identify Seed Keywords, Collect Metrics, Map Keywords
* Google Keyword Planner Tool

**On-page SEO**

* Crawling: XML, HTML Sitemaps, Robots.txt
* Content Clusters (Creating SEO-based content)
* Negative on-page to avoid

**On-page SEO Elements**

* Crawling: XML, HTML Sitemaps, Robots.txt
* Content Clusters (Creating SEO-based content)
* Negative on-page to avoid

**Technical SEO**

* URL Architecture
* Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
* 301 Redirects

**Mobile SEO**

* App Store Optimisation
* Mobile Websites: Responsive, Adaptive, Dynamic
* Optimizing for Voice Search

**Schema markup**

* What is Schema & Why is it relevant to SEO.
* Schema Types – Micro, JSON-LD
* Common JSON Schema Tags – Organisation, Website, Blog Posting LocalBusiness
* How Schema shows up in SERPs

**Off-page SEO**

**Link Building**

* What is Link Building
* Link Building Tactics
* Manual Link Building Process
* Link Building Metrics

**Social SEO**

* Quora
* YouTube Video SEO
* Slideshare, Scribd and other Social Channels for SEO

**Local SEO**

* What is Local SEO, Pigeon Update
* Google My Business, Bing Places
* Local Pages on your website
* Local Listings/Citations
* SEO Audit, Tools, Measurement

**SEO Audits**

* What are SEO Audits?
* Different Types of SEO Audits
* Google Search Console

**Measurement with Google Analytics**

* Basics of Google Analytics
* SEO Metrics to Measure – On-page, Off-page, Technical
* SEO Reporting

**SEO Resources, Careers in SEO**

* Top Blogs to follow for SEO
* Free Learning Resources – Moz, Google Analytics
* A career in SEO

**SEM Module.**

* What is SEM? Why SEM?
* What is Google AdWords? Why Google AdWords?
* Google Network
* AdWords Terminologies
* How Does the SEM Auction Work?
* Structure of an AdWords Account
* Campaign Types – Introduction to Search, Display (including Videos),
* Shopping and Mobile-specific campaign types, and when/why to use them.
* Creation of Search Network Campaign
* Ad
* Ad Formats
* Ad Text Policies
* Ad Text Best Practices
* DKI
* Ad Extensions
* Keyword Research
* Tools – Keyword Planner & Estimator
* Keyword Match types
* Keyword Strategies
* Landing Page
* Bidding and Budget
* Optimizing the Search Network Campaign using the Keyword Planner, Match types, Ad Text best practices, etc

**SMO (Social Media Marketing)**

Introduction to Social Media

**Facebook Marketing**

* Creating Content for Facebook & Social Media
* Why Content is the foundation of SMM
* Psychology of Social Sharing
* Building Content That is Inherently Shareable
* Tools for Content Creation
* What is Facebook Marketing
* Facebook Page Best Practices
* KPIs to measure success
* Facebook Insights
* Facebook Business Manager
* How does Facebook Advertising Work?
* Facebook Ad Campaign Objectives
* Facebook Ad Targeting

**Instagram & LinkedIn Marketing**

**Marketing on Instagram**

* Optimizing your instagram business profile
* Crafting an Instagram content strategy
* Best Practices
* Influencer Marketing on Instagram
* Analytics & Measurement
* Instagram Ads

**LinkedIn as a Marketing Platform**

* LinkedIn for Personal Branding
* Brand Marketing on LInkedIn
* LinkedIn Company Pages
* LinkedIn Advanced Search
* LinkedIn Premium
* LinkedIn Ads

**Twitter Marketing**

* Twitter Marketing for Brand Awareness
* Twitter Ads
* Twitter Analytics
* Twitter Tools – Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist

**EMAIL Marketing**

* Effective Email Content
* Conversation
* Relevance
* Incentives
* Timing
* Creative & Copy
* Attributes

**Customer Acquisition Strategies**

* Rented List Emails
* Co-branded Emails
* Third Party Email Newsletters
* Viral Emails
* Event Triggered Emails
* House E-newsletters

**Inbound Marketing**

* Landing Page
* Conversion Oriented Landing Page Design
* Investment in Landing Page
* Is it for me?
* What is it?
* Critical Concerns to Address on Landing Page
* What’s the Next Step?

**Conversion Optimization**

* Role of Conversion
* Understanding Customer Psyche
* Conversion Optimization
* User Flow and Persuasion
* Online Persuasion
* True Meaning of Landing Page User Flow and Online Persuasion

**Can outsource your marketing activities.**

1. Introduction

2. The Customer

* India demographics: overall market view
* India on Digital – digital trends: internet users, male v/s female, age groups,
* Devices, multi-screening,
* Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
* Recap of Various Digital Channels: Digital POEM
* Creating Digital Moments of Truth – AHA Moments
* Digital Strategy: Branding v/s Acquisition. What would differ?
* Analytics.
* Measurement: What do you measure? How can you measure (site analytics, cross-device) – sneak peek into the technology that powers this (cookies, user identity)?
* Attribution: various models, cross-device
* Case Study: A look at the web presence of Starwood Hotels (more engagement less transactional)
* Campaign Optimization – Test, Learn, Deploy what works. Repeat

**Affiliate Marketing [2 Modules]**

You will be introduced to Affiliate Marketing, Models of Affiliate Marketing. Study how to generate and convert leads. In the session guidance to success with Affiliate marketing will be provided.

**Definition**

Purpose/Where and why is Affiliate Marketing used

Resources required to get started with Affiliate Marketing

Top Players in the market for Affiliate Marketing

Re-Brokering and Payout models

Segregation of Affiliate Marketing

* **Live Projects (10 Live Projects )**
* **Interview Prepration**
* **Placement Assistance**
* **Google Certificate**
* **Training Certificate**