

ADVANCED DIGITAL MARKETING

COURSE CONTENT

Faculty :

Demo Time:

Fee :

Batch Time:

Duration :

Advanced Digital Marketing

DIGITAL MARKETING TRAINING OVERVIEW

GANATECH SOLUTIONS Institutions for SEO and Digital Marketing Training (SEO, SEM, SMO and SMM) Class Room and Online, which is located in Hyderabad. The objective of Course is providing Training services for various requirements in IT industry. Learn Digital Marketing training by Real-Time Expert with Real-Time Scenarios.

Course Prerequisites

No coding Knowledge is required

Knowledge on internet Surfing

Facebook, YouTube, Google+, Twitter etc., are added advantages

Everyone with basic computer skills can learn this Course

SUBJECTS COVERED

- **Google Blog**
- **WordPress CMS with HTML Basics**
- **SEO (Search Engine Optimization)**
- **Local SEO**
- **SEM (Search Engine Marketing)**
- **SMM (Social Media Marketing)**
- **Google Analytics**
- **Google Webmaster tools**
- **Robots.txt**
- **Google Penguin Update**
- **Google AdWords**
- **Google Adsense**
- **Mobile Marketing**
- **Reporting and Management**
- **Email Marketing**
- **Online reputation management (ORM)**
- **Affiliate Marketing**

- **Online Earning Types**
- **Freelancing**
- **With Real-Time Scenarios**
- **Exposure to live projects**

DIGITAL MARKETING BASICS

- **Fundamentals of digital Marketing**
- **Basics of Advertising**
- **What is digital media?**
- **Digital Media Vs. Traditional Media**
- **Benefits of Digital Marketing**
- **Latest Digital media Marketing Trends**
- **Digital media marketing platforms**

UNDERSTANDING THE WEBSITE

- **What is a website?**
- **Types of websites?**
- **Static Website**
- **Dynamic Website**
- **E-Commerce Website**
- **Domain Booking**
- **Web Hosting Purchase**
- **Website Architecture**

GOOGLE BLOG

- **How to create Pages**
- **How to create Pages Menu**
- **How to create Posts**
- **Stats (analytics)**
- **Comments**
- **Earnings**
- **Layout**
- **How to change Themes**
- **How to change Settings**

WORD PRESS CMS WITH HTML BASICS

- **Types of Websites**
- **Basics of Html**
- **Why Word Press?**
- **Wordpresss Installation on Server**
- **Understanding the dashboard**
- **Changing the settings**
- **Installing Themes**
- **Content Management in WP**
- **Creating Pages**
- **Creating Posts**
- **Creating Categories**
- **Adding page Menu to site**
- **Adding Wedges to site**
- **Installing Useful plug-in for site Features**
- **Installing All In one SEO plug-in**
- **All In one SEO plug-in settings**

SEO (SEARCH ENGINE OPTIMIZATION)

TOPICS:

- **What Is Google Blog?**
- **How to Create a Google Blog?**
- **How to generate an income from websites?**
- **How to apply for domain registration?**
- **What is Search Engine Optimization (SEO)?**
- **What is Google Adsense Account?**
- **How can we get Google Adsense Account?**
- **How to Optimize Website?**
- **Optimization techniques**
- **How to Monetize your Website?**
- **What is Affiliate Marketing?**
- **Hosting Service Information of every websites etc**
- **What is Dot Com Boom?**

SEO LIFE CYCLE:

- **On Page Optimization**
- **Off Page Optimization**

ON PAGE OPTIMIZATION:

- **Permalink**
- **Html Structure**
- **Title Tag Optimization**
- **Meta Description Tag**
- **Header Tags**
- **Image Alternative Text tag**
- **Font Decoration**
- **Keywords Density**
- **How to Write SEO Friendly Content**
- **Content research and content Re-writing**
- **Avoid using Pop-Up ads and Sticky ads**
- **Broken Link**
- **Link within Link**
- **Video Tag Optimization**
- **Add Social Book marking**
- **Aware of Page Load Speed**
- **Meta Geo Tag**

GOOGLE WEBMASTER (GWMT) TOOLS:

- **What is GWMT**
- **Adding Site Verification**
- **Setting Geo Target location**
- **Search queries analysis**
- **External Links report**
- **GWMT Crawls stats and Errors**
- **GWMT Google Fetch**
- **Site Map Creation**
- **Submissions of Sitemaps to Search engine**
- **Content Keywords**
- **Url parameters for Dynamic sites Only**

ROBOTS.TXT:

- **About Robots.txt and its usage**
- **Optimize "Robots.txt" for SEO**
- **Robots.txt with testing**

GOOGLE ANALYTICS FOR SEO AND DIGITAL MARKETING:

- **Why use Google analytics**
- **Real-time**
- **Audience**
- **Acquisition**
- **Behavior**
- **User by time of day**
- **Sessions by Country**
- **Sessions by Devices**
- **Analytics tools for SEO**
- **How to use Meta Geo Track Script in Web site or Blog**
- **Bounce Rate awareness**
- **Generating Report**
- **Audience and Traffic with site parameters**
- **Goals and Conversions**

OFF PAGE OPTIMIZATION:

- **Introduction to offsite Optimization**
- **Introduction on Back Links**
- **Links Analysis Tools**
- **What is Alexa**
- **Page Rank**
- **RP/Table**
- **SEO Quake**
- **Parameters in SER Quake**
- **Developing Back links**
- **Directory Submissions**
- **Article Submissions**
- **Blog Commenting**
- **Social book marking**
- **Forum Discussions**
- **Profile Creations**
- **Advantage with online Marketing**
- **Best Practices in SEO**
- **How to Change you Existing Links to new Website**
- **Copy Protection**
- **How to index your back links faster**
- **How to disable text selection**

LOCAL SEO:

- **What is Local SEO?**
- **Importance of Local SEO**
- **Submission to Google My Business**
- **Yellow Pages, Just Dial**
- **Local Business Listings**
- **Factors for Local Rankings**
- **Strategy for Local SEO**

PENGUIN UPDATE AND RECOVERY PROCESS:

- **Is your site hit with Update?**
- **Tools for generating link Reports**
- **Link pruning process**
- **Disavow tool**

REPORTING AND MANAGEMENT:

- **Website position with analysis**
- **Website monthly report**
- **Paid tools for Reporting**

SEM (SEARCH ENGINE MARKETING)

- **Introduction to Search Engine Marketing (SEM)**
- **Benefits of Search Engine Marketing**
- **Facebook Ads**
- **Advertising Strategies**
- **Direct Campaign Vs. Branding Campaign**

INTRODUCTION TO GOOGLE ADWORDS:

- **Account Creation**
- **Billing Types**
- **AdWords Interface**
- **Basic AdWords Terminology**
- **Recent Updates in AdWords**
- **Account Structure in AdWords**

TYPES OF CAMPAIGNS AND HOW TO SETUP CAMPAIGN:

- **Search Advertising**
- **Display Advertising**
- **Mobile Advertising**
- **Video Advertising**
- **Shopping Advertising**
- **Report generation**
- **Location Settings and Advanced Settings**
- **Language and Networks with devices**
- **Bidding Settings**
- **Schedule with Start and End date**
- **AdWords Campaign scheduling**

ADGROUP WITH KEYWORDS SETUP:

- **Adgroups with Structure**
- **Keywords Match types**
- **Broad Match**
- **Phrase Match**
- **Negative Match**
- **Broad Match Modifier**
- **Keyword Planner**
- **Keyword Research Process**

MOBILE APP PROMOTIONS:

- **Android Apps**
- **iPhone Apps**
- **Marketing Strategies**
- **Marketing Tips**

UNDERSTANDING ADWORDS BIDDING:

- **AdWords Auction**
- **What is Ad Rank?**
- **What is Quality Score?**
- **Factors Affecting QS**
- **Actual CPC**
- **Types of Biddings**
- **Bidding Strategies**

AD FORMAT AND GUIDELINES:

- **Structure of Ad**
- **Types of Ad Position**
- **Character Limits**
- **Landing Page quality**
- **Guidelines for ads Creations**

AD EXTENSIONS:

- **Location**
- **Site links**
- **Call**
- **App**
- **Reviews**
- **Call Extensions**

CAMPAIGNS AD GROUPS WITH KEYWORDS:

- **Filters and segments**
- **Search Terms**
- **Auction insights**
- **Keywords insights**
- **Keywords diagnosis**
- **Dimensions tab**

TOOLS:

- **Alexa**
- **VIDIQ**
- **MOZ**

DIGITAL MARKETING INTRODUCTION:

- **What is Digital Marketing?**
- **Why Digital Marketing?**
- **Digital Marketing platforms?**
- **Digital Marketing Strategy**
- **Types of Digital Marketing – Organic & Paid**
- **Digital Marketing VS Traditional Marketing**
- **How is it different from traditional marketing?**
- **ROI between Digital and traditional marketing?**

DISPLAY ADS/ REMARKETING / MOBILE MARKETING:

- **Settings a Display Network Campaign**
- **Concept of CPM and Branding**
- **Types of Targeting**
- **Keyword Based**
- **Interest and Remarketing**
- **Topics**
- **Placement Targeting**
- **Demographics**
- **Ad Formats for Display Network**
- **Display Ad Builder**
- **Display Planner tool**
- **Remarketing Campaign**
- **Dynamic Remarketing**
- **Mobile Apps campaign**

- **Mobile Ad Formats**

VIDEO MARKETING:

- **Importance of video Marketing**
- **Setting video Campaign**
- **YouTube targeting Methods**
- **Bidding Types**
- **Types of YouTube Ads**
- **Reporting and analysis**

SHOPPING CAMPAIGN:

- **Shopping Campaign setup**
- **Google Merchant center**
- **Products Groups**
- **Ad Formats**
- **Reporting and analysis**

GOOGLE ADWORDS TOOLS:

- **Opportunities**
- **Change History**
- **Account Access Levels**
- **Display Planner**
- **Ad Preview and diagnosis**
- **My client Center**

SMM (SOCIAL MEDIA MARKETING)

- **Introduction Social Media Marketing**
- **What is Social Media Marketing?**
- **How it is important in business?**
- **How can social media integrate into website?**
- **Difference between SMM and SMO**
- **Benefits of using Social media**
- **Social media strategy**
- **Social Media Metrics in SEO**

OTHER SOCIAL MEDIA TOOLS:

- **Google Trends**

- **Trending Topics**
- **Twitter Trends**
- **Social Media Trends**
- **Hootsuite**
- **Buffer App**

FACEBOOK MARKETING:

- **Facebook Account Creation**
- **Facebook Marketing Options**
- **Facebook page setup and types of pages**
- **Dimensions of Various FB Elements**
- **Facebook page Management Options**
- **Facebook Content Strategy**
- **Types of Posts and Statistics**
- **Facebook insights**
- **Generating user engagement**
- **Implementing facebook share button**
- **Implementing facebook like box**
- **Facebook groups**

FACEBOOK ADVERTISING:

- **Ads Manager**
- **Types of Facebook Campaigns**
- **Types of Bidding**
- **Audience Targeting**
- **Practical example**
- **Reporting**

Google+ Marketing:

- **Benefits of google+ in SEO**
- **Creating Profile**
- **Managing Connections**
- **Creating Google+ page**
- **Enable Authorship on site**
- **Google + Groups**

OTHER SOCIAL NETWORKS:

- **Twitter marketing**
- **LinkedIn Marketing**
- **Pinterstet**
- **Slide Share**
- **Document sharing networks**

VIDEO MARKETING USING YOUTUBE:

- **Why use video marketing**
- **Creating account**
- **Channel in YouTube**
- **Optimizing videos on YouTube tips**
- **Promotion of tips**
- **Video marketing strategy examples**
- **YouTube analytics**
- **Monetizing the YouTube channel**
- **Social book marking**
- **What is Social book Marking?**
- **Role in search engine marketing**

EMAIL MARKETING:

- **How Email Marketing Works?**
- **Types of emails**
- **How to write**
- **List creation**
- **Creating e-mailers**
- **Create Template**
- **Reporting**

GOOGLE ADSENSE

- **How Adsense works**
- **Adsense guidelines**

- **Websites ideas for online earning**
- **Understanding adsense dashboard**
- **Different types of payment models**
- **Types of ad formats**
- **How to choose correct ad formats**
- **Custom channels**
- **Block ads/ categories**
- **Reporting and analysis**
- **Adsense in youtube**
- **Linkilng adsense with analytics**

AFFILIATE MARKETING NETWORKS:

- **Amazon**
- **Flip kart**
- **Paytm**
- **EBay**

ONLINE REPUTATION MANAGEMENT (ORM):

- **What is ORM**
- **Why we need ORM**
- **Case studies of brands**
- **Commons mistakes made by the website owners**
- **Impact of negative SEO**
- **What we need to do in ORM**
- **Monitor the brand mentions on web**
- **Face and spam blog profiles**
- **Negative SEO Attack**
- **Negative reviews**
- **Tools for ORM**