



Curriculum of Digital Marketing

MODULE 1: DIGITAL MARKETING OVERVIEW

- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing wins over traditional Marketing?

MODULE 2: UNDERSTANDING DIGITAL MARKETING PROCESS

- What is visibility?
- Types of visibility
- Examples of visibility

MODULE 3: VISITORS ENGAGEMENT

- What is engagement?
- Why it is important?
- Examples of engagement

MODULE 4: BRINGING TARGETED TRAFFIC

- Inbound
- Outbound

MODULE 5: CONVERTING TRAFFIC INTO LEADS

- Types of Conversion
- Understanding Conversion Process

MODULE 6: RETENTION

- Why it is Important?
- Types of Retention

MODULE 7: PERFORMANCE EVALUATION

- Why it is Important?
- Tools Needed

MODULE 8: PLANNING AND CREATION

- Understanding Type of Hosting

- Understanding Domain name & extension
- Understanding Web Server
- Different types of Websites
- Building Website using CMS/static/any other programming language

MODULE 9: SEARCH ENGINE OPTIMIZATION

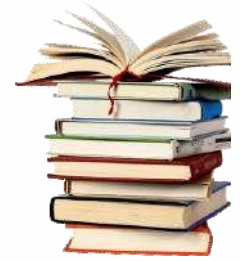
- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator: So that you can find anything on the web

MODULE 10: ON PAGE OPTIMIZATION

- Keywords analysis
- Finding primary, secondary and LSI keywords
- Keywords Mapping
- Content planning for web pages
- Concept of keyword proximity and prominence
- Internal linking/Contextual linking
- Meta Tag creation
- Optimisation
- Framework
- Utilisation of Framework

MODULE 11: SITEMAP CREATION AND OPTIMIZATION

- XML Sitemap



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- HTML Sitemap
- Pagination Concept
- Doorway Pages
- Cloaking
- Heading Tag optimization
- Robots.txt creation and optimization

MODULE 12: OFF PAGE OPTIMIZATION

- What is Domain Authority?
- How to increase Domain Authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building
- Do's and Don'ts of link building
- Link building strategies for your business
- Easy link acquisition techniques

MODULE 13: LOCAL SEO

- Google places verification
- Google verify page optimization
- Bing Verification
- NAP Consistency

MODULE 14: TECHNICAL SEO

- HTML
- CSS
- SCRIPTS
- FID
- LCP
- CLS
- JS

MODULE 15: MICROFORMAT IMPLEMENTATION

- JSHON/LD markup
- Schema.org
- RDF

- Aggregate markup
- Breadcrumb markup

MODULE 16: GOOGLE UPDATES

- Panda Update
- Penguin Update
- Pigeon Update
- Humming Bird Update
- Fred Update
- Maccabees Update
- EMD Update
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- How to recover your site from Panda, Penguin and EMD

MODULE 17: ECOMMERCE MARKETING

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Affiliate Marketing By Promoting Products Which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.



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MODULE 18: PPC ADVERTISING GOOGLE ADWORDS

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google AdWords & PPC advertising
- Overview of Microsoft AdCenter (Bing & Yahoo)
- SeEng up Google AdWords account

MODULE 19: UNDERSTANDING ADWORDS ACCOUNT STRUCTURE

- Campaigns, Ad group, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign

MODULE 20: UNDERSTANDING ADWORDS ALGORITHM

- How does AdWords rank ads
- Understanding AdWords algorithm (ad rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding Bids

MODULE 21: CREATING SEARCH CAMPAIGNS

- Types of Search Campaigns - Standard, All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level seEngs
- Understanding location targeting

- Different types of location targeting
- What is bidding strategy?

MODULE 22: UNDERSTANDING DIFFERENT TYPES OF BID STRATEGY

- Manual
- Auto

MODULE 23: ADVANCED LEVEL BID STRATEGIES

- Enhanced CPC
- CPA, CPM
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating ad groups

MODULE 24: UNDERSTANDING KEYWORDS

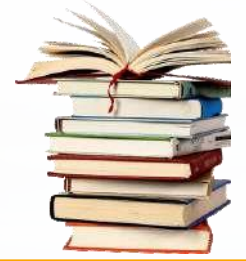
- Finding relevant keywords
- Adding keywords in ad-group Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of Keywords

MODULE 25: ADS DELIVERY METHODS

- Standards Method
- Accelerator Method

MODULE 26: CREATING ADS

- Understanding ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads
- Creating ads



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MODULE 27: TRACKING

PERFORMANCE/CONVERSION

- What is conversion tracking?
- Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats

MODULE 28: OPTIMIZING SEARCH CAMPAIGNS

- How to optimize campaigns at the time of creation?
- Optimizing campaign via ad groups
- Importance of CTR in optimization
- How to increase CTR
- Importance of quality score in optimization
- How to increase quality score
- Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease CPC
- Analysing your competitors performance

MODULE 29: CREATING DISPLAY CAMPAIGN

- Types of display campaigns
- All features, Mobile app,
- Remarketing, Engagement
- Creating 1st display campaign
- Difference in search & display campaign seEngs
- Doing campaign level seEngs
- Understanding CPM bid strategy
- Advance seEngs

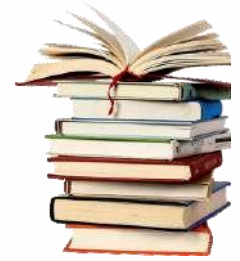
- Ad-scheduling
- Ad-delivery
- Understanding ads placement
- Creating diff. ad groups
- Using display planner tool
- Finding relevant websites for ads placement
- Creating text ads
- Creating banner ads using tools
- Uploading banner ads
- Optimizing Display Campaign

MODULE 30: REMARKETING

- What is remarketing?
- SeEng up remarketing campaign
- Creating Remarketing lists
- Advanced Level list creation
- Custom audience
- Programmatic Advertising
- DB 360
- Ad Exchange

MODULE 31: CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer



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- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic eadlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing
- Article, PR, News Writing
- Editorial calendar
- Editing of content
- Placement of Key words
- Content Writing

MODULE 32: SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
- Understanding Facebook marketing

MODULE 33: PRACTICAL SESSION 1

- Creating Facebook page
- Uploading contacts for invitation
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising

- Understanding Facebook best practices
- Understanding edge rank and art of engagement

MODULE 34: PRACTICAL SESSION 2

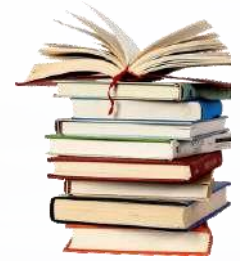
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- SeEng up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like Qwaya

MODULE 35: LINKEDIN MARKETING

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text

MODULE 36: TWITTER MARKETING

- Understanding Twiter
- Tools to listen & measure Influence on Twitter: Tweet Deck, Klout, Peer Index
- How to do marketing on Twitter
- Black hat techniques of twiter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twiter marketing
- Twiter Advertising
- Twiter Cards
- Snapchat, Pinterest, Instagram



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MODULE 37: VIDEO MARKETING

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using YouTube for business
- Developing YouTube video marketing
- Bringing visitors from YouTube videos to your website
- Creating Video AD groups
- Targeting Options
- Understanding Bid Strategy

MODULE 38: EMAIL MARKETING

- Email Marketing and Business
- Why email Marketing is still important
- How to build an effective email Strategy
- What a successful email strategy looks like

MODULE 30: LIFECYCLE MARKETING - SEND RIGHT MESSAGE USING IT

- Why lifecycle marketing is important
- How do lifecycle marketing with email
- Best lifecycle email example

MODULE 40: CONTENT MANAGEMENT AND SEGMENTATION

- Why one should focus on building contacts and lists
- Segmentation strategy
- Successful segmentation strategy

MODULE 41: COMPONENT OF HIGH PERFORMING EMAIL

- Why one should care for sending great email

- How to create good email
- High performing email looks like

MODULE 42: EMAIL DESIGN AND FUNCTIONALITY

- Why email design is important
- How to design great email
- Well designed email looks like

MODULE 43: ESSENTIALS OF EMAIL DELIVERABILITY

- Why email Deliverability is important
- How to take control of email Deliverability
- What email Deliverability looks like in action

MODULE 44: DEVELOP RELATIONSHIP WITH LEAD NURTURING

- Why lead nurturing is important
- How to do lead nurturing
- Effective lead nurturing strategy

MODULE 45: MEASURE SUCCESS WITH EMAIL ANALYTICS

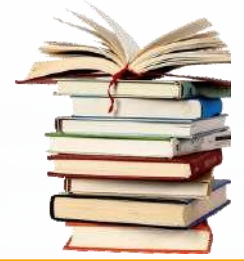
- How to improve email analytics strategy
- Why email analytics is important
- What email analytics looks like in action

MODULE 46: EMAIL OPTIMIZATION AND TESTING

- Why one should optimize email marketing
- How to optimize your email Marketing
- What should you optimize

MODULE 47: SPAM AND LEGAL ISSUE

- Intro, Volume of Spam email
- Subject line guideline
- Categorizing email purpose, Filter



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MODULE 48: GOOGLE ANALYTICS

- Understanding Google analytics account structure
- Understanding Google analytics insights
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate AdWords and analytics account
- Benefits of integrating AdWords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behaviour
- Taking corrective actions if required
- Difference between metric and dimension
- Difference between micro and macro conversion
- Cohort analysis
- Benchmark report
- Page depth analysis
- Attribution model

- Multichannel Funnel
- Enabling ecommerce tracking
- Content Grouping
- Create custom email alert
- What is trace can
- Overview of tag manager
- What we should opt tag manager or analytics
- Affiliate Marketing

MODULE 49: GOOGLE WEBMASTER

- Ways to verify google webmaster tools
- Search analytic
- Structure data
- Accelerated mobile pages
- Manual action
- HTML Improvement
- Internal link
- International targeting
- Mobile usability
- Block Resources
- How to submit sitemap
- Craw error
- How to provide google webmaster access to other user

MODULE 50: ONLINE REPUTATION MANAGEMENT

- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- Online reputation management Commandments
- ways to create positive brand image online
- Understanding tools for monitoring online reputation



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- Step by step guide to overcome negative online reputation
- Best examples of online reputation Management

