

Digital Marketing Course Content

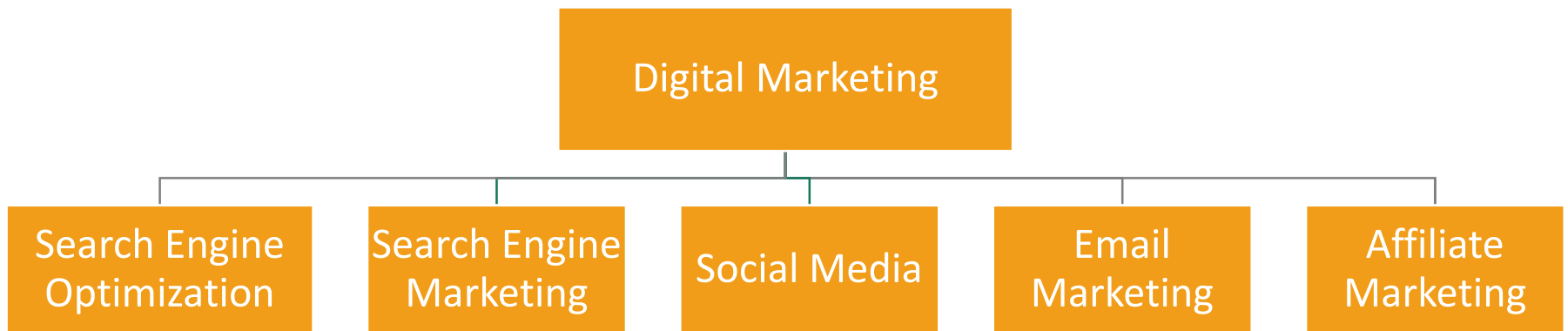
By

Online Marketing Institute & Training

Digital Marketing Fundamentals

- ❖ Digital Marketing Basics
- ❖ Popular Digital Marketing Channels
- ❖ How Digital Marketing Help Business
- ❖ ROI – Getting Return on Investment for Clients
- ❖ Branding – Spreading a Brand

Digital Marketing Programs



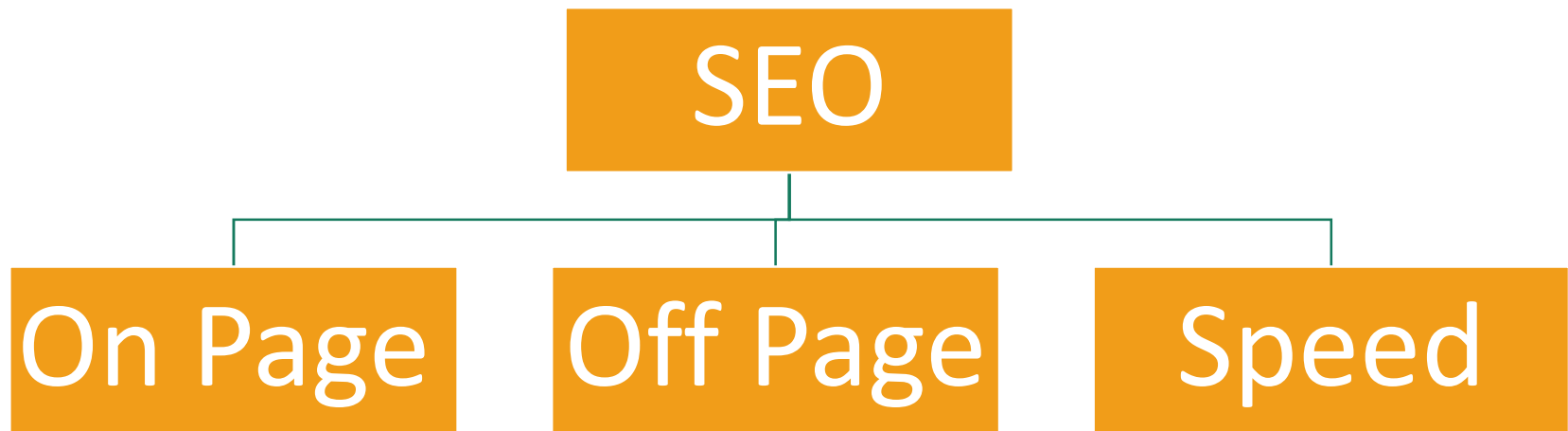
Search Engine Optimization & Marketing

- ❖ What is search engine?
- ❖ History of search engines
- ❖ How search engines works?
- ❖ Popular search engines
- ❖ Importance of search engines
- ❖ SERP – Search Engine Result Page

SEO – Search Engine Optimization

- ❖ What is SEO?
- ❖ History of SEO
- ❖ Basics of SEO
- ❖ Types of SEO
- ❖ Techniques of SEO
- ❖ Importance of SEO

Search Engine Optimization(SEO)



On Page Optimization

- What is on page SEO?
- Website Analysis
- Keywords Research
- Content Creation & Optimization
- Header Tag Optimization
- Image Optimization
- 404 Page Creation
- Robot file creation
- Sitemap Creation
- Schema Data
- Breadcrumbs
- Canonical Tag
- Meta Tag Creation
- Competitor Analysis

Off Page Optimization

- Basics like Backlinks, Domain Authority, Link Juice etc
- Search Engine Submission
- Blog Creation and Optimization
- Link Building
 - Social Bookmarking
 - Link Baiting
 - Link Exchange
- Forums
- Image Sharing
- Video Sharing
- Business Listing(Local Listing)
- Press Release
- Questions and Answers
- Document Sharing
- Guest Posting
- Community creation(Social Media)

Content Marketing

- ❖ What is content marketing?
- ❖ How to do Content marketing
- ❖ Content marketing strategy
- ❖ Content marketing channels
- ❖ ROI – Return on Investment
- ❖ Importance of content marketing

Local SEO

- ❖ What is local SEO?
- ❖ Creation of Google My Business
 - Name, Address & Phone number (NAP)
- ❖ Customization of Google maps
- ❖ Reviews
- ❖ Optimization
- ❖ Local Submissions

SEO Tools

- ❖ Google Analytics
- ❖ Google Webmaster
- ❖ Google Keyword planner
- ❖ Google trends
- ❖ Google Page speed
- ❖ Woorank
- ❖ Iwebcheck
- ❖ Alexa
- ❖ MOZ tool
- ❖ W3 Validator / Schools

Mobile Optimization

- ❖ How to optimize website for mobile/tab?
- ❖ Page Speed
- ❖ Responsive Templates
- ❖ Navigation
- ❖ Mobile site configuration
- ❖ AMP
- ❖ QR codes

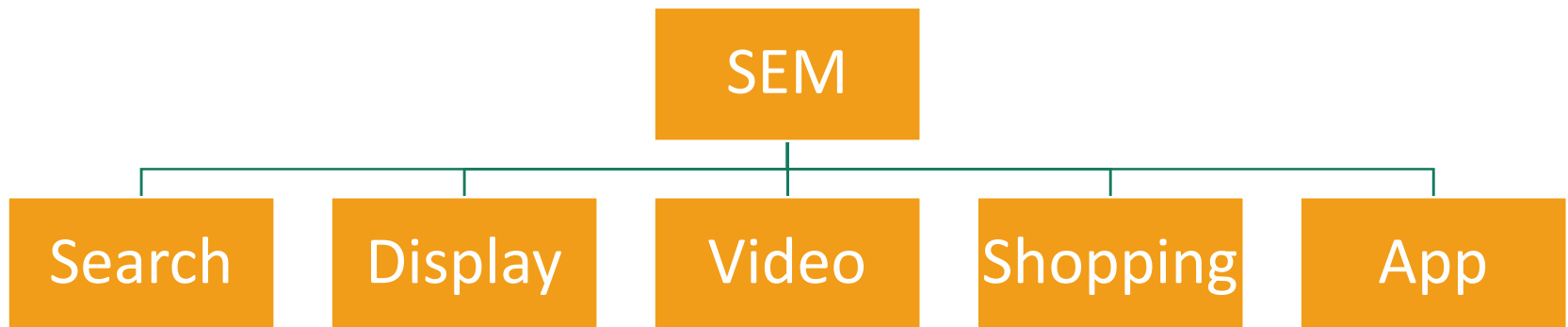
Advance SEO

- ❖ Schema Data / Rich snippet
- ❖ Language optimization
- ❖ .htaccess
- ❖ TLD
- ❖ International targeting
- ❖ Sub domains
- ❖ Search inside search
- ❖ E-commerce SEO
- ❖ Blog integration

Certifications

- ❖ Certification Google Analytics (SEO)
- ❖ Certification from OMIT

Search Engine Marketing



SEM - Search Engine Marketing

- ❖ What is SEM?
- ❖ What is AdWords / PPC?
- ❖ SEM strategy's
- ❖ Search Marketing
- ❖ Display Marketing
- ❖ Video Marketing
- ❖ Shopping
- ❖ Universal App Marketing
- ❖ Mobile Marketing

Search Marketing

- Basics
- Keywords Research
- Ad copy creation
- Bidding
- Ad Group Creation
- Negative Keywords
- Landing Page Optimization
- Ad extensions
- Geo Targeting
- Ad scheduling and Ad rotation
- Quality Score
- Impression
- CTR
- AD Rank
- Keywords match types
- Keyword Planner tool

Display Marketing

- ❖ What is Display marketing?
- ❖ Importance of Display marketing.
- ❖ Keyword Targeting
- ❖ Display Planner Tool
- ❖ Placement Targeting
- ❖ Topic Targeting
- ❖ Category Targeting
- ❖ Bidding
- ❖ AD types
 - ❖ Responsive Ads
 - ❖ Image Ads
 - ❖ Dynamic Ads
- ❖ Remarketing
- ❖ Difference b/w Search & Display marketing?

Video Marketing

- ❖ Creation of video
- ❖ Creation of YouTube video channel & page
- ❖ Video/YouTube Marketing
- ❖ Bidding system for bidding
- ❖ In-stream & In-display Ads

Shopping / E-commerce

- ❖ Product Listing ads (shopping snippet)
- ❖ Creation of shopping ads
- ❖ Bidding
- ❖ Keywords
- ❖ Tracking code
- ❖ E commerce
- ❖ Create Google Merchant account
 - Verify account
 - Link merchant ID in AdWords
 - Creating Product Feed in .TXT &.XML formats

Mobile Marketing

- ❖ Mobile App Marketing
- ❖ Mobile Browser Marketing
- ❖ Mobile Bidding
- ❖ Mobile Ads
- ❖ Mobile Landing Page
- ❖ Targeting
- ❖ Other types
 - In-game mobile marketing

Universal App Campaign

- ❖ Understanding UAM
- ❖ Importance of App marketing
- ❖ Create UAM
- ❖ Select App & verify
- ❖ Selection of App store type
 - Google Play store
 - Apple App store
- ❖ Check Conversion tool

Social Media Optimization

- ❖ Branding
- ❖ Demand Creation
- ❖ Promotions
- ❖ Cross-Promotion
- ❖ Viral Marketing
- ❖ Creating Posts, Content & Strategy
- ❖ Creating Pages & Groups on Popular Social media:
 - Facebook
 - Twitter
 - LinkedIn
 - Google Plus
 - Pinterest

Social Media Marketing

❖ Facebook Ads

- Creating Page
- Creating ads
- Bids
- FB Marketing Strategy

❖ Twitter Ads

- Creating ads
- Bids
- FB Marketing Strategy

❖ LinkedIn Ads

- Creating Business Page
- Creating ads
- Bids
- FB Marketing Strategy

Certifications

❖ Certification from OMIT

Affiliate Marketing

- ❖ What is Affiliate Marketing?
- ❖ Affiliate Marketing Programs
- ❖ Affiliate Marketing Channels
- ❖ Affiliate Marketing Modules
- ❖ How to start Affiliate Marketing?
- ❖ Payments

Media Buying

- ❖ What is Media Buying?
- ❖ Plan
- ❖ Buy
- ❖ Order
- ❖ Traffic
- ❖ Analyze
- ❖ Reconcile

Email Marketing

- ❖ What is email marketing?
- ❖ Transactional emails
- ❖ Direct emails
- ❖ Mobile email marketing
- ❖ Responsive Templates
- ❖ Email newsletters
- ❖ Invitations
- ❖ Email marketing tools
- ❖ Email lists

App Store Optimization - ASO

- ❖ What is ASO?
- ❖ Keyword Optimization
 - Use of keywords in App title
- ❖ Assets Optimization
 - App Icon
 - Screen shots
 - Video
 - Localization

Web Analytics

- ❖ Google Analytics
- ❖ Setting Goals
- ❖ Acquisition Reporting
- ❖ Audience Reporting
- ❖ Benchmarking Reports
- ❖ Cohort Analysis
- ❖ Conversion Reporting
- ❖ Ecommerce Reporting
- ❖ Site Reporting

Reporting

- ❖ Template creation
- ❖ Data generation
- ❖ Graphs
- ❖ Bid & budget
- ❖ Keyword positions
- ❖ Leads
- ❖ Traffic
- ❖ Social media – like, followers
- ❖ Excel

****Thank You****