ADVANCE DIGITAL MARKETING

CURRICULUM

Overview of Digital Marketing   2 Hrs
- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

Website Creation   2 HRS
- Introduction to Web Technologies
- Careers in Web Technologies and Job Roles
- Roles How the Website Works?
- Client and Server Scripting Languages
- Difference between a Web Designer and Web Developer
- Types of Websites (Static and Dynamic Websites)
- Responsive design and layout

- **Photoshop   6 HRS**
  - Introduction to Adobe Photoshop
  - Color mode & resolution
  - Types of Graphics
  - Export image
  - Animated Image
  - Tools Ruler and scaling
  - Create Logos Photos masking

- **HTML5 5   4 HRS**
  - Introduction to HTML5
  - Introduction to HTML5
  - What's new in HTML5

- **CSS   6 HRS**
  - Introduction to CSS3.0
  - What's new in CSS 3.0
  - Border
  - border-image
  - border-radius CSS Shadows
  - Text-shadow
  - Box-shadow Background
  - background-clip
  - background-size
  - background-origin
  - background-image

- **Java Script   6 HRS**
  - Syntax
  - Enabling
  - Placement
  - Variables
  - Operators

- **Dreamweaver cc   4 HRS**
    - Interface
    - choosing a workspace
    - document window & toolbars
    - the document window
    - the launcher
    - the insert panel & tool sets
    - the document toolbar
    - the property inspector
    - dockable floating panels
    - using contextual menus Site Control
    - defining a site file and folder management
    - creating site maps using the file browser

- **Wordpress   8 HRS**
    - About CMS and creating website in Wordpress
    - Wordpress Installation
    - Create domain email accounts
    - Wordpress introduction themes
    - How to create pages and post in wordpress
    - Categories vs tags
    - How to create Menus in Wordpress
    - Free theme customization part 1
    - Free theme customization part 2
    - Free theme customization part 3
    - Overview , Analysis, Installation & use of Plugins
    - Content Development
    - Payment gateway and website security
    - Domain Booking
    - **Server & Hosting**
    - **One Live Project**

Search Engine Optimization   16 HRS

- What is SEO?
- What are search engines and their functions ?
- Understanding traffic , keywords etc .
- On page optimization

    - Site Analysis
    - Keyword Research With Google Keyword Planner
    - Keyword Planning
    - Domain
    - URL Structure
    - Title Tag
    - Meta Tag
    - Google Analytics (Code Generation)
    - Canonical Tag
    - H1 Tag
    - Image Optimization (Alt Tag)
    - Anchor Tag
    - Content Optimization
    - Sitemap Creation & Submission (html and xml)
    - Robots.txt
    - Custom 404
    - 301 Redirect
    - .htaccess

- O ffpage optimization
  - What is O ffpage SEO?
  - Why O ffpage is Important
  - What are Backlinks?
  - Backlinks Creation Methods
  - Difference Between Do Follow and No Follow Backlinks
  - What is Google Page Rank
  - How to Increase Google Page Rank
  - Web Directory Submissions
  - Social Bookmarking
  - Article Writing & Submission
  - Press Release Writing & Submission
  - Comment Blogging
  - Classifieds Posting
  - Forum Posting
  - Link Exchange (One way, two way and three way)
  - Search Engine Submissions
  - RSS Feeds
- **Google Web Master Tool (Search Console)**
- **Bing Web Master Tool**
- **SEO Interview Questions**
- **Others SEO Tools**

PPC Advertising (Google Ads & Express)   16 HRS

- Understanding in organic search results
- Introduction to Google ads & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google ads account
- Understanding ads account structure
- Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns-Search, Display, Video
- Difference between search & display campaign
- How does ads rank ads
- Understanding ads algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important What is CTR?
- Why CTR is important Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- 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

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

Social Media Marketing 12 HRS
- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

Facebook And Instagram Marketing
- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page merketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- **Facebook Creator Studio**
- **Facebook Ad Breaks**
- **Facebook Instant Article**

Linkedin Marketing
- What is Linkedin
- Understanding Linkedin
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding Linkedin Groups (Manage Linkedin groups)
- How to do marketing on Linkedin groups
- Linkedin Advertising & it best Practices
- Increase ROI from Linkedin ads
- Linkedin Publishing
- Company Pages

Twitter Advertising
- Understanding twitter
- Tools to listen & measure influence on Twiiter: Tweetdeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter

- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

Quora Marketing

Video Marketing   2 HRS

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business
- Developing you tube video for Marketing strategy
- Get traffic through you tube channel/video to your website
- Create video adgroup
- Targeting options
- YouTube Monetization
- How to Increase Youtube (Views, Subscriber Etc.)

Google Analytics   4 HRS

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Gooogle analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytics account
- Hot to add analytics code in website
- Understanding goals and conversion 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 setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required
- **GOOGLE ANALYTICS CERTIFICATION**

Mobile Web Marketing   6 HRS

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile marketing
- **Email Marketing**
  - Database Collection of Email Id's
  - Service provider (Mailchimp, Sendgrid)
  - Mail Templates

- **App Store optimization (ASO)**
- **Addmob**
- **SMS marketing**
- **Whatsapp Marketing**

Online Reputation Management (ORM)   2 HRS

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

Adsense & Blogging   2 HRS

- What is Adsense
- How to get approved for Adsense
- Cool trick to get Adsense approval by Google
- Using your adsense account interface Placing ads on your blog
- Creating blogs with our Free theme
- What is Blogging
- How to Blog
- What is Wordpress and How to Create with Wordpress
- Wordpress Themes and Plugins

Affiliates   2 HRS

- What is Affiliates
- How to join and Earn with Affiliates
- Top Indian and Worldwide Bloggers
- How ot Earn Money with Blogging

Ecommerce Marketing   4 HRS

- What is Ecommerce
- Top Ecommerce Website around the world
- Ecommerce scenario in India
- How to do SEO of an Ecommerce website
- Why you need a solid Ecommerce marketing strategy
- Formulating right Ecommerce marketing strategy
- Ecommerce business
- Case studies on Ecommerce website
- Opencart

How To Grab Freelancing Projects?   2 HRS

Certifications   4 HRS

- Google Ads Fundamental
- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google Ads Shopping
- Google As Mobile
- Google Analytics
- Assessment Certification
- Techstack Certificates
- Hotspot

Internship

Partners : ORACLE® WORKFORCE DEVELOPMENT PROGRAM | redhat. CERTIFIED TRAINING PARTNER | UBI Unica Business and Innovation Centre | edexcel | **Java**

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