

# Digital Marketing

# Training Course Syllabus

**Course goals:** The "digital marketing " is consists of having a website with their respective social networks, but in reality it is a set of efforts made by a company through all possible digital media:

If you want to know more about our services, contact us, we will gladly answer your questions, offering you the best solution for the success of your company. With Digital Marketing it is possible to analyse and map out the best routes and the greatest secrets to make your company can communicate with its audience in order DIRECT, CUSTOM and RIGHT TIME. Small, medium or large.

- 1 - Attract new customers;
- 2 - Create and maintain relationships;
- 3 - Develop a strong and striking image;
- 4 - Offer incredible experiences;
- 5 - Increase billing by spending as little as possible for this.

## Course Duration: 120Hrs

## Syllabus

- Introduction of Digital Marketing
  - What is new in digital marketing
  - Main differences with traditional marketing.
  - Integration of "on" / "off" strategies
  - Main metrics of online marketing.
  - Campaign optimization
- Basic technical concepts
  - What is a web: HTML
  - Types of websites
  - What is a CMS?
  - Cookies and login as identification elements.
  - Analytics and data collection.
  - Operational management of a website.
- SearchEngineOptimizations (SEO)
  - Introduction To Search Engine Optimization
  - How Did Search Engine work?
  - SEO Fundamentals & Concepts
  - Understanding The SERP
  - Google Processing
  - Indexing
  - Crawling

- ON PAGE OPTIMIZATION
  - Domain Selection
  - Hosting Selection
  - Meta Data Optimization
  - URL Optimization
  - Internal Linking
  - 301 Redirection
  - 404 Error Pages
  - Canonical Implementation
  - H1, H2, H3 Tags Optimization
  - Image Optimization
  - Landing Page Optimization
  - No-Follow And Do-Follow
  - Creating XML Sitemap
  - Robot.txt
- OFF PAGE OPTIMIZATION
  - Link Building Tips & Techniques
  - Difference Between White Hat And Black Hat SEO
  - Alexa Rank, Domain
  - Directory Submission
  - Social Bookmarking Submission
  - Search Engine Submission
  - Web 2.0 Submission
  - Article Submission
  - Image Submission
  - Video Submission
  - Forum Submission
  - PPT Submission
  - PDF Submission
  - Classified Submission
  - Business Listing
  - Blog Commenting
  - Profile link creation
  - Info-graphics Submission
- SEO UPDATES AND ANALYSIS
  - Google Panda,
  - Penguin,
  - Humming Bird Algorithm
  - Google Penalties
- LOCAL BUSINESS & GOOGLE MAPPING
  - Creating Local Listing In Search Engine
  - Google Places Setup (Including Images, Videos, Map Etc.)
  - Search Engine Visibility Reports
  - Verification Of Listing
  - Google Reviews
- GOOGLE ADS OR PAY PER CLICK MARKETING (SEM):
  - Introduction To Online Advertising And AdWords

- Remarketing
- Performance Monitoring
- Reports
- SOCIAL MEDIA MARKETING (SMM):
  - Facebook Optimization
  - Fan Page Vs Profile Vs Group
  - Creating Facebook Page For Business
  - Increasing Fans And Doing Marketing
  - Facebook Analytics
  - Facebook Advertising And Its Types In Detail
  - Creating Advertising Campaigns,
  - Payment Modes
  - Introduction To Twitter
  - Creating Strong Profiles On Twitter
  - Followers, Retweets, Clicks,
  - Conversions, Hashtags
  - LinkedIn Optimization
  - What Is LinkedIn?
  - Individual Profile Vs. Company Profile
  - Branding On LinkedIn
  - Marketing On LinkedIn Groups
  - Tools & Techniques

**ALL THE BEST**