



# DIGITAL MARKETING COURSE SYLLABUS



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## Digital Marketing Syllabus

SLA is one of its kind Institute which not only equips you in technology skills but will train you for free in Aptitude skills, Soft Skills, Mock Interviews, Interview Skills, Work ethics and Corporate Values that you need to know to get into IT Industry. Our training is given by expert real time development experienced trainers and we enable each and every student of ours to do their own real time projects by the end of the program.

We do not buy you a job by bribing companies to secure a place in IT, instead we equip you with the skills needed to get employed in IT and will support you with unlimited number of relevant interview opportunities so that your career in IT becomes assured. Our support will be there until you get placed in an IT Company as that's our mission too.

If you want to just have an IT certification, you can do your course anywhere. If you aspire to get into an IT Job, then you should choose SLA. With SLA, your IT dream will definitely come into reality.

Please go through the long list of our student reviews / offer letters @ [www.joinsla.com](http://www.joinsla.com) to get to know more about us.

### BASICS DIGITAL MARKETING

- ❖ Introduction To Online Digital Marketing
- ❖ Importance Of Digital Marketing
- ❖ How did Internet Marketing work?
- ❖ Traditional Vs. Digital Marketing
- ❖ Types of Digital Marketing
- ❖ Increasing Visibility
- ❖ Visitors' Engagement
- ❖ Bringing Targeted Traffic
- ❖ Lead Generation

### ANALYSIS AND KEYWORD RESEARCH

- ❖ Market Research
- ❖ Keyword Research And Analysis
- ❖ Types Of Keywords
- ❖ Tools Used For Keyword Research
- ❖ Localized Keyword Research
- ❖ Competitor Website Keyword Analysis
- ❖ Choosing Right Keywords To The Project

## SEARCH ENGINE OPTIMIZATION (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
- ❖ Metadata 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
- ❖ Citations
- ❖ Profile link creations
- ❖ Infographics Submission

### SEO UPDATES AND ANALYSIS

- ❖ Google Panda,
- ❖ Penguin,
- ❖ HummingBird Algorithm
- ❖ Google Penalties
- ❖ SEO Tools For Website Analysis And Optimization
- ❖ Competitor Website Analysis And Backlinks Building
- ❖ Backlinks Tracking, Monitoring, And Reporting

### 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 ADWORDS OR PAY PER CLICK MARKETING (SEM)

- ❖ Google Adwords
- ❖ Introduction To Online Advertising And Adwords
- ❖ Adwords Account And Campaign Basics
- ❖ Adwords Targeting And Placement
- ❖ Adwords Bidding And Budgeting
- ❖ Adwords Tools
- ❖ Opportunities
- ❖ Optimizing Performance
- ❖ Ads Type
- ❖ Bidding Strategies
- ❖ Search Network
- ❖ Display Network
- ❖ Shopping Ads
- ❖ Video Ads
- ❖ Universal App Ads
- ❖ Tracking Script
- ❖ Remarketing
- ❖ Performance Monitoring
- ❖ Reports

## SOCIAL MEDIA OPTIMIZATION (SMO)

- ❖ Social Media Optimization
- ❖ Introduction To Social Media Networks
- ❖ Types Of Social Media Websites
- ❖ Social Media Optimization Concepts
- ❖ Facebook, Google+, LinkedIn,
- ❖ YouTube, Pinterest,
- ❖ Hashtags
- ❖ Image Optimization

## 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
- ❖ Google Plus
- ❖ Tools & Techniques
- ❖ Google + Groups
- ❖ Google Plus For Businesses

## GOOGLE WEB ANALYTICS

- ❖ Getting Started With Google Analytics
- ❖ Navigating Google Analytics
- ❖ Real-Time Monitoring
- ❖ Audience
- ❖ Acquisition
- ❖ Traffic Sources
- ❖ Behavior
- ❖ Content
- ❖ Visitors
- ❖ Live Data
- ❖ Demographics

### WEBMASTER TOOLS

- ❖ Adding site and verification
- ❖ Setting Geo-target location
- ❖ Search queries analysis
- ❖ Filtering search queries
- ❖ External Links report
- ❖ Crawls stats and Errors
- ❖ Sitemaps
- ❖ Robots.txt and Links Removal
- ❖ HTML Suggestion

### CREATING A NEW SIMPLE WEBSITE

- ❖ Creating A Simple Website For Your Business

Are you happy with our course curriculum? Then why you delay? Take your mobile phone and ring us quickly on +91 88707 67784.