

Internet & Search Engine Basics

- What is Digital Marketing?
- Importance of Digital marketing
- Types of Internet Marketing Methods
- How the search engine works?
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Latest Updates about Algorithms
- Understanding the SERP
- Using Search Operators

SEO (Search Engine Optimization)

Keywords Research and Analysis

- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Adwords Tool / Keyword Revealer
- Competition Analysis
- Finding the best keywords
- Localized Keywords Research
- Language Based Keywords

On Page Optimization

- Onsite Optimization Basics
- Domain Names in SEO
- Website Structure and Navigation
- Creating Filenames in Site
- Title Tag Optimization
- Meta Tags Optimization
- Copywriting and SEO Copywriting.
- Header Optimization
- Anchor Links Optimization
- Snippets Creation
- Image Tag Optimization
- Footer Optimization
- Creating an HTML and XMLSitemaps
- Sitemap Generation Tools
- URL Rewrite Techniques
- Using Robots.txt
- Malware Removal Guidelines
- Anchor Links Optimization
- WebCEOTool

- Google
- Mobile-Friendly Test tool
- Page Speed Tools
- SEO Auditor
- Plagiarism checking tools
- Back Links Checker Tools
- Google disavow tool

Off Page Optimization

- Introduction to Offsite Optimization
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submissions for SEO
- RSS Feed creation and Submission
- Black Hat SEO techniques

Reports and Management

- Website Position Analysis
- Introduction to Google Analytics
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- Initial analysis Report
- Competitor analysis Report

Google Search Console

- Introduction: Google Webmaster Tools
- Verification
- Site Dashboard
- Site Messages
- Site Settings
- Site Appearance
- Search Traffic
- Google Index
- Crawl
- Malware
- Structured Data

SEO for eCommerce

- What is SEO for eCommerce?
- Exploring how SEO affects the buying process
- Setting expectations and establishing realistic goals for your SEO results

- Understanding exactly who your customer is
- Using simple and long tail keyword searches
- Implementing customer reviews to boost SEO scores
- Harnessing Google Analytics to better understand site visitors

Local Business Optimization

- Google My Business
- Steps to create your first listing
- Google My Business listing verification
- Claim Listing on Major Search Engines
- The importance of getting reviews on Google Places
- Bing local business optimization.

WordPress for SEO

- What is WordPress CMS and why use it?
- WordPress website Dashboard Wordpress Plugins
- SEO: Yoast & Google Analytics
- Free and Premium Themes Working with Twenty Twelve Theme

Social Media Optimization (SMO) TRAINING

- Facebook Profile Maintenance
- Facebook page Creation
- Google Plus
- Pinterest
- Linked In Networking
- Twitter
- YouTube
- Delicious
- Reditt
- More other Social Media Networking

Blogging

- Blog Post Updating
- Blog Marketing
- Blog Commenting
- Local Business Listing
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO
- Blog Commenting
- Social Networking Concepts

YouTube Marketing

- Introduction to YouTube
- Why YouTube becomes key part of your marketing strategy
- Ground rules do's and Don'ts while creating a YouTube presence
- How it works basic and advance features
- What, why and when to publish on YouTube

- Building a brand on YouTube
- Getting your message on YouTube
- Driving traffic to your website from YouTube
- Direct benefits to your website

Email Marketing

- Introduction to Email Marketing
- Email as Conversation
- Creating the Email
- Landing Pages
- The Mailing List
- Spam and Blacklists
- Working with Email Service Providers (ESPs)
- Combining Email with Other Channels
- Marketing Automation Basics
- Advanced Marketing Automation
- Metrics & Measurement

Facebook Advertising

- Introduction to Facebook Advertising and How does it works
- Facebook Vs Google Adwords
- Ads Manager
- Types of Facebook Campaigns
- Types of Bidding

LinkedIn Advertising

- Creating a LinkedIn ad campaign for a sponsored post for clicks to website.

Search Engine Marketing (SEM) Training**Introduction to SEM and Adwords**

- Basics of Internet Marketing
- Adwords Certification Exams
- Benefits of Adwords
- Compared to other Networks

Adwords Account Setup

- Creating Adwords Account
- Adwords Interface Tour
- Adwords Dash Board
- Billing in Adwords

Creating First Campaign

- Understanding the purpose of the campaign
- Account Limits in Adwords
- Location and Language Settings
- Networks and Devices
- Bidding and Budget

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Automatic campaign optimization (Display Only)

Ad groups and Keywords

- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)]
- Adwords Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board
- Search Terms
- Columns Customization
- Alerts Setting

Format and Ad Guidelines

- Ad Types in Adwords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Ads Preview and Diagnosis

Display Network Targeting/Mobile marketing

- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- Manual Placements
- Placement Tool
- Contextual Targeting Tool
- CPC Bidding and CPM Bidding
- Setting a Video Campaign
- Audience Tab
- mobile friendly advertising
- Remarketing strategy

Website Optimizer

- Using Website Optimizer Tool
- A/B Testing
- Multi Variant Testing

Certifications Guidance on:

- Google Adwords Certification
- Bing Adcenter Certification
- Google Analytics Certification.