# Chandigarh ETC Services Pvt. Ltd.

**An Autonomous Organization, ISO 9001 Certified, Regd. under Ministry of Corporate Affairs** Regd. No. U72900CH2009PTC031886
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## Course Syllabus:

## Digital Marketing Expert

**Batch Name: DME**                              **Course Start: 1st of Every Month**

**Eligibility: 10th**                              **Course Duration:  6 Months**

### Overview:

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

### Course Objectives:

Digital Marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

### Pre-requisite / Target Audience:

- No prior knowledge about marketing or digital marketing is required

- Speak and write English fluently

- Have broadband internet access

- Have basic PC skills and online access

- Be over the age of 18

- Be fully committed to Squared!

## Introduction to Digital Marketing:

In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.

- What is digital marketing?

- How is it different from traditional marketing?

- Discussion on Ecommerce

- Discussion on new trends and current scenario of the world?

- Digital marketing a boon or a Bane?

- How can digital marketing be a tool of success for companies?

- Video on importance of digital marketing

- Analysis of recent info graphics released by companies about digital marketing?

- How did digital marketing help the small companies and top Inc?

- Categorization of digital marketing for the business

- Diagnosis of the present website and business.

## Understanding a Website:

- What is a Website?

- Levels of Websites?

- Diff b/w Blog, Portal and Website?

- Diff b/w Websites either static or dynamic

## SEO (Search Engine Optimization):

- Introduction to SEO
- How Do Search engines work?
- Search Engine Algorithms
- Google Algorithm Updates
- Google Search Console
- Keyword Research Process

- Keyword Research Tools
- Competition Analysis
- On page Optimization strategies
- Content development strategy
- Title & Meta Tags
- Semantic SEO

- Rich Snippets Integration
- Speed Optimization
- Off Page Optimization
- Link Building Techniques as per latest standards

- Local SEO Strategies
- Penguin & Panda update recovery process
- Reports and SERP Management

## Search Engine Optimization Techniques:

- Black Hat SEO
- Grey Hat SEO
- White Hat SEO

## On Page Optimization:

- Site Analysis
- Analysis of Similar websites
- Meta Tags
- Creating Sitemaps
- Creating Robots file
- Optimize SEO Content
- Canonical Implementation
- Keyword Research
- Keyword Density
- Internal linking
- Meta tags creation
- Basic HTML knowledge
- Hyperlink Optimization

- In depth site Analysis
- Link Validation
- Meta Description Tags Optimization
- Meta Keywords Tags Optimization
- Navigation & Design Optimization
- Text Modification Optimization
- Title Tag Optimization
- Broken Links Checking
- Internal Link Structuring
- Google webmasters tool
- Quick indexing techniques
- Search Engine Submission
- Online PR

- Case Study of White Hat SEO

- Case Study of Black Hat SEO

- Case Study of Grey Hat SEO

- Google Sandbox Effect

- Image Optimization

- Optimization of Keyword

- Bold, Italic effect to main keywords

- Canonicalization

- Competition Analysis

- CSS Validation

- Html Validation

- Google Base Feeds

- H Tags Optimization (Eg: H1, H2, H3)

- HTML Code Clean Up& Optimization

- Image Optimization

- URL Rewrite

- W3C Validation

- Local Search Engine Optimization

- Site Back-links count

Off Page Optimization

- Optimizarion for Multiple Browsers

- Google, Yahoo & Bing Site Map Creation

- Google Webmaster Tools account setup & Monitoring  Website Spell Check

- Check Search Engine Road Blocks

# Off Page Optimization:

- Page Rank

- Page Rank Increment

- Back links

- Type of Back links

- Link Building

- Quality Link Building

- Type of Link Building

- Google Friendly Link Building

- Articles Submission

- Blog Marketing

- Blog Commenting

- Web 2.0 Submission

- Yahoo Question Answer Participation

- Directory Submission

- Search engine submission

- XML Site maps submission

- Customer Review Submission

- Press Release Submission

- Document Submission

- Regional Directories Submissions

- CSS Gallery Submission

- Press Release

- Photo Sharing

- Paid Submission

- Face Book Twitter Marketing

- HTML Sitemap for users

- Press Releases

- Forums Posting

- Social Bookmarking

- Classifieds Submission

- Google Maps

- Business Local Listing

- XML Site Map Creation & Submission

- Blog Writing

- Article Writing

- Video Submission

- RSS Feeds Submission

- Link Building

- Knowledge of Freelancer, odesk, guru e.t.c

- Deep Directory Submission

- Blog Posting

- Business Listing

# Video Marketing:

- Introduction You Tube

- How to Create and Managing an Account

- How to Get audience

- Social Sharing & Comments

- How to Optimize Submissions

# SOCIAL MEDIA MARKETING

- Introduction to Social Media
- Benefits of Social Media Marketing
- Social Media Sites
- Facebook Account Creation
- Facebook Page Creation
- Business Promotion with Linkedin
- GMB Page Creation

- YouTube marketing
- Twitter marketing
- Pinterest marketing
- Instagram Marketing
- Quora Marketing
- Document Sharing Site

## Micro Blogging:

- What is Blogging?
- Promotion of Blogs
- Submission of Blogs

- Creation of Blogs (BlogSpot, word press, Type Pad)
- Weekly Postings on Blogs
- Commenting on Blogs

## Google Analytics:

- Google Analytics
- Importance of Google Analytics
- Fundamentals of Google Analytics
- How to Track Landing Pages
- How to Track Location
- User Tracking

- Tracking Conversions
- Monitoring Website Performance
- Monitoring Visitors Behavior
- Setting up Goals and Funnels
- Other Analytics Platforms

## Google Webmaster Tool: (Google Search Console)

- Google Webmaster Tool
- Setting up Tool for SEO

- Adding and Managing Assets
- Integrating Webmaster Tool
- Site Map and Site Links
- Search Traffic and Links
- Google Indexing
- Managing Crawl Errors
- Managing Security Issues

## SEM (Search Engine Marketing):

- Introduction to Paid Marketing
- Google Ads (Google Ad Words) account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- Ad Groups and Keywords setup
- Bidding strategies & Conversion Tracking
- Ad Rank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns

- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Google Ads (Google Ad Words) tools
- MCC Account
- Ad Words Editor Tool
- 7+ Google Ads certification exam

## Email Marketing:

- What is Email Marketing
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Software

- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters
- Types of Campaigns
- Reports and analysis

# Affiliate Marketing and Ad Sense:

- Understanding Affiliate Marketing
- Sources to Make Money Online
- Selecting Affiliate Program
- Applying for an Affiliate
- Building Assets for Affiliate Promotion
- Payments and Payouts
- CPC, CPA, CPI and other metrics
- Getting Most Conversions
- Day to Day Work Scheduling

- Managing Affiliate Accounts
- Blogging
- Google Ad Sense Account Setup
- Placing Ads on Website
- Placing Ads on Blogs
- YouTube Video Monetization
- Allowing and Blocking Ads
- Performance Metrics
- Ad Sense Administration

# Content Marketing:

- Content Marketing Overview and Strategy
- Content Marketing Channels
- Writing Messages and Creating Content
- Getting Your Message into the Media
- Content Strategy & Challenges

- Blog Marketing
- Social Media Marketing Channels
- Image Marketing
- Video Marketing
- Article and Press Release Marketing
- Email Marketing
- Event Marketing
- B2B Marketing

## ORM (Online Reputation Management):

- What is online reputation management?

- Why business needs online reputation

- Case Studies of Brands

- Focus areas in ORM

- ORM in Search Engines

- ORM in Social Media

- ORM strategy

- Tools for ORM