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Course Syllabus : Digital Marketing Expert Course

Batch Name: DME

Eligibility: 12th

Course Start: 1st of Every Month

Course Duration: 180 Hours

Courses / Modules Paper

Paper 1	Paper 2
Introduction Digital Marketing	Search Engine Optimization

Module 1

Paper 1: Introduction to Digital Marketing

1: What is Digital Marketing?
- What Is Digital Marketing?
- Offline Advertising Vs Online Advertising
- Various Digital Marketing Channels (sorav jain, digital Deepak, ankur aggarwal, alok bhatia,)

2: Website Planning and Creation
- Choosing a niche for your Website

  (leandomainsearch.com,namemesh.com)
- Choosing a domain name for your business
  (namechk.com)
- Hosting Setup
  (cpanel)
- Wordpress Installation
  (zip file, cpanel)
- Creating Posts and Pages
  (using heading sub heading, slug)
  - SEO Plugins Installation
  (Yoast seo plugin , all In one seo tool , xmp generator)
- Website Speed Optimization
  - (google pagespeed)

3: Graphic Designing For Business

Graphic Design Principles
- Designing Banners and Posters with (Canva)
- Finding Free Stock Photos For Usage In Your Website
  (pixbay, imgur)

Paper 2: Search Engine Optimization

SEO

- **1: How Search Engines Works**
  - Basics of SEO
  - On-Page SEO
  - Keyword Research
    (Free tool : keywords everywhere extension)
  - Meta tags creation
    (manual or online)
  - Content Optimization
    (small seo tools)
  - Header Tags
  - Image Optimization
  - Url Optimization
  - Robots.txt
  - Sitemap.html
  - Sitemap.xml
  - Off-Page SEO
  - Link Building Strategies
  - WhiteHat SEO
    (organic search)
  - Black Hat SEO
    (keyword stuffing)
  - Google Latest Updates
  - Google Business Listing

5: Blogging
- Blog Setup
  (blogger and wordpress)
- Blog Design
  (Themes customize)
- Blog Marketing
- Blogging Article Methods
  (ifttt, rss)
- Tools To Create Unique Articles
  (Copyscape and Grammarly)
- Automatic Backlink Setup To Blogs Using IFTTT, ping

6: Google Analytics
- Setup Analytics
- Understanding Diff types of Traffic
- Real Time Reports
- Preparing Different Reports
- Setup Goals
- Filters
- Dashboards
- User Management

7: Google Webmaster Tools
- Adding Site & Verification Process (html, tag, or manual method)
- Crawl Errors & Stats
- Google Fetch
- Search Queries
- Structured Data
- RichSnippets
- Data Highlights
- Robots.txt testing
- Sitemap.xml
- Links to Site
- Internal links

8: Google Adwords (ADS)
- Introduction of Adwords
- Google Adwords Account Setup
- How ppc works
- PPC campaign design
- Keyword research tool
  Free tool : smallseotools, wordstream, rapidtags,
  Paid tool: semrush, ahrefs
- Keyword match types
- Adgroup setup
- Search Advertising
- Dynamic Search Ads
- Display Advertising
- Remarketing

- Making Money From Blogging

- Shopping Ads
- Video Advertising
- Conversion Tracking Code
- Optimizing keywords, cpc, Ad Performance
- Budget, Billing, Reporting Techniques

9: Social Media Marketing

- Why do We need Social Media Marketing
- SMO with Search Engine Optimization
- Fanpage Creation
- Design Fanpage
- Optimizing FanPage and Good Practices on Engagement
- FB Insights
- Fb Groups creation & Marketing
- Fb Events Creation & Marketing
- FB Paid Marketing Campaign
- Instagram Marketing
- Profile Creation & optimization
- Post Photos & Videos
- Hash Tags
- Paid Advertising
- Insights
- Twitter Marketing
- Linkedin Marketing
- Youtube Marketing
- Social Media Tools

10: Email Marketing

- Importance of Email Marketing
- Getting Email ID of Any Person
- Good practices while doing Email Marketing
- Improving Inbox rates in Email Marketing
- Tools For Sending Bulk Emails

11: Content Marketing

- Developing ROI based Content Strategy
- Audience Discovery, Personas, & Brand Content Style Guidelines
- Building An Online Reputation
- Guide To Topic Discovery and Practical Content Creation
- Content Promotion

12: Mobile Marketing

- Responsive Website Creation
- AMP Implementation
- Mobile Ads
- SMS Marketing
- Whatsapp Marketing

13: Ecommerce (Building Online Shop)

- Building an Online Shop using Wordpress and WooCommerce
- E-commerce Business Models
- Finding Profitable Products (Amzon.com, alibaba.com)
- Find cheap products to be shipped directly from China (alibaba, aliexpress)
- Shopping Ads
- E-commerce SEO

14: Online Reputation Management

- What Is Online Reputation Management
- Finding and Removing Negative Reviews Online
- How To Get Positive Reviews Online
- Top 5 Tools used by Online Reputation Agencies

15:Online Money Making Methods

- Affiliate Marketing
- (Amazon Flipkart)
- Blogging (blogger wordpress)
- Google Adsense
- Media.net
- Alternative of adsense (pop ads, proppler ads etc)

16: Freelancing Career

- What Is Freelancing?
- Guide to interacting with Clients
- Setting Up Profiles On Freelancing Sites
- Finding Projects From Freelancing websites.
- Upwork and freelancing

FREE TOOLS	PAID TOOLS
1. Keywords Everywhere	1. Ahrefs
2. Ahrefs trail version	2.Semrush
3. Semrush 2 search	3.Moz rank
4. Wordstream	4.Wordstream
5. Grammly trail	5.Grammly
6. Seo minion	6.Vidiq
7. Seo quake	7.Tubebuddy
8. Vidiq	8.Canva
9. Tubebuddy	
10. Canva	
11. Similar web	
12. Spyfu	