

**DIGITAL
MARKETING**

TRAINING

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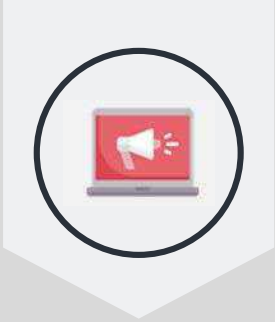
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DIGITAL MARKETING COURSE MODULES

Digital Marketing Overview



Website Designing Concept



ON-Page SEO



Off-Page SEO



Social Media Optimizatiopn



Content Marketing



eCommerce Marketing



Affiliate Marketing



Email Marketing



PPC & Paid Advertising



Advance Google Analytics



Google Adsense





Digital Marketing Overview

- **Benefits Of Digital Marketing**
- **Why Select Digital Marketing**
- **How It Best from Traditional Marketing**
- **Career In Digital Marketing**
- **How To Improved Conversion Rates With Digital Marketing**



Website Designing Concept

- **How To Create Responsive Website Design**
- **WordPress Website Creation**
- **How To Host your Website In Global Server**
- **How To Optimize Website Element**
- **Points To Consider While Designing SEO Friendly Website**





ON-Page SEO

- **Competitor Analysis**
- **Initial Site Analysis**
- **Keyword Research & Mapping**
- **Analytics & Webmaster Code**
- **Integration**
- **Site Map (HTML & XML)**
- **Robots.txt**
- **Canonicalization**
- **Internal & External Linking Benefits**
- **301 & 302 Redirections**
- **Structured Data Mark Up (Schema)**



Off-Page SEO

- **Types Of Links**
- **Directory Submission**
- **Social Book Marking**
- **Article Submission**
- **Guest Blog Posting**
- **Blog Commenting**
- **Press Release**
- **Question/Answers**
- **Business Listing & Classifieds**
- **Profile Creation**
- **Forum Posting**



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Social Media Optimizatiopn

- Facebook & Instagram Marketing Marketing
- Twitter Marketing
- LinkedIn Marketing
- Youtube Marketing
- Email Marketing



Content Marketing

- Understanding Content Marketing
- Improve Content Writing Skill
- How To Write SEO Friendly Content
- Website Content Optimization





eCommerce Marketing

- **How to Start eCommerce Marketing**
- **Creating e-Commerce Website**
- **Digital Marketing Strategy For eCommerce**
- **E-commerce Landing Page Optimization**



Affiliate Marketing

- **Overall Concept Of Affiliate Marketing**
- **How To Start Your Affiliate Business**
- **E-Commerce Affiliate Marketing Strategy**





E-mail Marketing

- **Benefits Of Email Marketing**
- **How To Create Email Marketing Campaign**
- **Use Of Email Marketing Tools**
- **Email Subscription**
- **Website E-Mail Configuration**



PPC & Paid Advertising

- **Understanding PPC Advertising Strategy**
- **How To Use Google Adwords**
- **How To Create Ad Campaign**
- **PPC Bid Manage Strategy**
- **Ad Extensions, CRM, CPC**
- **Keyword Match Types**





Advance Google Analytics

- Google Analytics Introduction
- How To Monitoring Google Analytics
- Tracking Conversion & Performance
- Essential Google Analytics Reports



Google AdSense

- Google AdSense Overview
- How To Get Approval For AdSense
- Ads Placement In Your Website, Blog, YouTube Channel

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