Advanced Digital Marketing

Basics for SEO

- What is Domain
- Basic Knowledge of World Wide Web
- Difference between Portal and Search Engines
- What is SEO
- Types of SEO Techniques
- How Search Engine works
- Page Speed
- Basics of search engine that includes crawling, indexing and caching

SEO Research & Analysis

- Market Research
- Keyword Research and Analysis
- Keyword opportunity
- Competitors Website Analysis
- SWOT Analysis of Website
- How to Choose Best Keywords
- Tools available for Keyword Research
- Search engine commands
- Search engine algorithms

Website Design SEO Guidelines

- Content Research
- Content Guidelines
- Content Optimization
- Design & Layout
- XML Sitemap / URL List Sitemap
- Search engine friendly content development

Search Engine Optimization

- Introduction to Search Engine Optimization
- SEO fundamentals & concepts
- How does Search Engine work?
- Search Engine Results Page (SERP)

Onpage Optimization

- Domain selection
- Meta data optimization
- Internal linking
- 404 error pages
- H1, H2, H3 tags optimization
- Optimize SEO content
- No-Follow and Do-Follow
- Creating XML Sitemap
- HTML validation using W3C
- Seo tools and online softwere
- Hosting selection
- URL optimization
- 301 Redirection
- Canonical implementation
- Image optimization
- Check for copyscape content
- Indexing and Caching
- Creating Robot.txt
- Google webmaster tool & website

Off Page Optimization

- Link building tips & techniques
- Alexa Rank, domain, authority, backlinks
- Link acquisition techniques
- Social bookmarking submission
- Web 2.0 submission
- Press release submission
- PPT submission
- Business listing
- Difference between White Hat and Black Hat SEO

- Do's & don'ts in link building
- Directory submission
- Search engine submission
- Article submission
- Forum submission
- Classified submission
- Blog commenting

SEO Updates And Analysis

- Google Panda, Penguin, Hummingbird algorithms
- Webmaster and analytics tools
- SEO tools for website analysis and optimization
- How to recover your website from Google penalties
- Competitor website analysis and backlinks building
- Backlinks tracking, monitoring and reporting

Local Business And Listing

- Google places optimization
- Citations
- NAP (Name Address Place)
- Local SEO

Pay Per Click Marketing

- Google Adwords (SEM)
- Adwords account and compaign basics
- Adwords Bidding and Budgeting
- Adwords Tools
- Optimizing Performance
- Bidding Stragies
- Display network
- Video Ads
- Tracking Script
- Performance Monitoring and Conversion Tracking
- Bing Ads (PPC)
- Importing Campaigns, Ad Groups and Keywords

- Import From Google Adwords
- Choosing right Keywords
- Conversion Tracking with Campaign Analytics
- Introduction to online advertising and adwords
- Adwords Targeting and Placement
- PPC Basic
- Opportunities
- Ads Type
- Search Network
- Shopping Ads
- Universal App Ads
- Remarketing
- Reports
- Introduction to Campaigns and Ad Groups
- Bidding and Traffic Estimation
- Ads creation
- Bing Ads Reports
- Bing Ads Editor Account Management Tips & Campaign Optimization

Social Media Optimization

- Social Media Optimization (SMO)
- Types of social media websites
- Facebook Page, LinkedIn, YouTube, Pinterest
- Hashtags and Mentions
- Mico Blogs for Businesses
- Fan page Vs Profile Vs Group
- Increasing fans and doing marketing
- Facebook Analytics
- Data based management and lead generation
- Art of user engagement and Edgerank concepts
- payment modes
- Conversion tracking
- Twitter Optimization
- Creating strong profiles on Twitter
- Conversions, Hashtags
- How to measure the influence?
- Advertising on Twitter
- Tools used to twitter marketing

- LinkedIn Optimization
- Individual profile Vs. Company profile
- Branding on LinkedIn
- LinkedIn advertising
- Conversion tracking and reporting
- Channel creation
- In stream ads
- Video shopping promotion
- Tools & Techniques
- What is Pinterest?
- Creating a Pinterest Account
- Pinterest Strategy
- Pins and Links
- Using InfoGraphics
- Engagement Metrics for Pins
- Introduction to Social media networks
- Social Media Optimization concepts
- Instagram Optimization
- Image optimization and networking
- Facebook Optimization
- Creating Facebook Page for Business
- Connecting Apps with Fan pages
- Using third party applications on Facebook
- Facebook Advertising and its types in detail
- Creating advertising campaigns,
- CPC Vs. CPM Vs. CPA
- Power editor tool for advertising
- Introduction to Twitter
- Followers, ReTweets, Clicks,
- Product brand promotion and activities
- App installs and engagement
- Case studies
- Conversion tracking and reporting
- What is LinkedIn?
- Database management and lead generation
- Marketing on LinkedIn groups
- Increasing ROI through LinkedIn ads
- Youtube Optimization
- In display ads

- Video app install promotion
- Features
- Pinterest Optimization
- How brands use Pinterest
- Customizing the Profile
- Boards in Pinterest
- Generating Engagements
- Integrating Pinterest in Site
- Pinterest Analytics

Social Media Marketing

- Introduction to social media marketing
- How Social Media influences marketing strategies?
- Facebook Advertising
- Types of Promotions
- Advanced Audience Targeting
- Ad Formats
- Remarketing Strategy
- Twitter Ads
- Twitter Advertising
- Audience Targeting
- Reporting
- Creating company page
- Types of Campaigns
- Audience Targeting
- Advertising in LinkedIn
- Understanding the past and present
- What is viral marketing and its, significance in the present world?
- What is Facebook Advertising
- Audience Targeting
- Bidding Strategies
- Ad Dimensions and Rules
- Conversion Tracking
- Twitter Analytics
- Types of Campaigns
- Bidding Strategies
- LinkedIn Ads
- Customization of page

- Posting in LinkedIn Page
- Bidding Strategies

Web Analytics

- Getting started with Google Analytics
- Traffic Sources
- Visitors
- Actionable Insights and the Big Picture
- Demographics
- Content
- Navigating Google Analytics
- Goals & eCommerce
- Live Data

Content Marketing

- Introduction to Blogs
- The importance of SEOs
- Creating a compelling personality for your content
- Setting up your own blog
- Content curation & the art of content planning
- How to monetize your blog

Mobile Marketing

- Importance of mobile marketing in the current scenario
- Forms of mobile marketing
- Measuring and managing campaign
- Content marketing
- SMS marketing
- Fundaments of mobile marketing
- Geo-targeting campaigns for mobile users
- App & Web - Mobile advertising
- Mobile targeting and segmentation
- Case Studies on App advertising

Video Marketing

- Importance of video marketing
- YouTube marketing (Video Ads)
- In-display and In-stream ads
- Developing YouTube marketing strategies
- Targeting options
- Bringing visitors to your website through YouTube videos
- Understanding video campaigns
- Types of YouTube Ads
- Using YouTube for business
- Video Ad groups
- Understanding bid strategies