DIGITAL MARKETING

सरकार मान्य

Certificate Course in Digital Marketing

Duration: 5 Months

RAJ — We make IT happen

Digital marketing is essential in the current days' business. We are living in the time where everyone wants to access the services and facilities at their convenient times as online interactions have transformed the lifestyles of millions of people across the world.

The Certificate Course in Digital Marketing Training Syllabus is designed and developed keeping in mind the latest trends in the global digital industry. This course covers all the key aspects of Digital Marketing.

Career opportunities: Digital Marketing Manager, Search Engine Optimizer, Social Media Marketing Expert, Content Marketing Manager, Copywriter, Search Engine Marketer, Inbound Marketing Manager, Conversion Rate Optimizer. Faculty, Work as a Freelancer.

Program Contents

Certificate Course in Search Engine Optimization

On-page Optimization
Introduction
Keyword Research
Website Analysis
Competitors website analysis
Google Algorithms
Meta tag optimization
Titles and Meta Description
Image Optimization
Content Optimization

Event tracking
Google Rich snippets
Header tag optimization
Google Analytic
Google Webmaster Tool
XML sitemap creation
Importance of robots.txt
Website submission to Google, Bing and Yahoo
Duplicate content checking

Business address verification on
Google - Google Maps
Off-page optimization
Introduction
Directories Submission
Blogging
Forum Posting and online discussion
Press release submission
Social Bookmarking
Link Exchange

Link Baiting
Article Submission
Photo Sharing
Google Webmaster Tool
Introduction
Verifying website
Checking Errors of website
sitemap.xml submission
Google indexing status
titles and meta description checking

Certificate Course in Social Media Marketing

Social Media Marketing
Definition of Social Media
How social media influence audience
Integration social media to your website
How to choose right social media for your brand?
Facebook & Instagram
Creating facebook business page
How to promote facebook business page

How to advertise on facebook
Various types of campaign
Facebook messenger
Facebook pixel
Facebook reporting
LinkedIn
Creating linkedin business page
Advertise on linkedin
Using linkedin for business

Twitter
Creating twitter business page
Advertise on twitter
Using twitter for business
YouTube
Creating youtube brand account
Creating youtube channel
Promote videos

Pinterest
Pinterest for business
Marketing on pinterest
Creating board on pinterest / Rich pins
Email Marketing
Introduction to Email Marketing
Different platforms of Email Marketing
Creating of list, layout and templates
Creating different types of forms, reports

Certificate Course in Search Engine Marketing (SEM)

Search Engine Marketing
What is SEM?
What is PPC Marketing?
Importance of Quality score
What is Campaign? AD Group?
Campaign Types
Search Ad
How to create search ad
Types of bidding
Keyword research
Keyword match types

Ad extension
Display AD
How to create display ad
Display ad format
Conversion tracking
Remarketing ad
Placement
Display planner tool
Shopping Ad
What is Shopping Ads?
Where do they appear on google?

Google merchant center account
Link account to website
Product feed
Fetch product list
Universal App Campaign
How to promote mobile app?
Mobile ad campaign
Mobile specific bidding
Targeting strategy
Video AD
Ad format

Campaign creation
Google Analytics
Introduction
Creating Account
Adding GA code for tracking
Monitoring Visits
Tracking Events
Conversion Checking
Overview of website traffic
Overview of page views

Certificate Course in Online Website and Blog Creation

Marketplace selling
Introduction to marketplace selling
Getting start with marketplaces
Registering on market place
Panel overview
Affiliate Marketing
Definition
Purpose/Where and why is Affiliate Marketing
Amazon Affiliate Marketing Program

Google AdSense
Definition
How to earn money via Blog/Website
Register blog/website to adsense
How to earn money via youtube channel
Youtube channel monetization
Landing Page Creation
Importance of Landing Page
Landing page creation techniques
Use call to action/conversion button

Content Marketing
Definition
Identifying & creating good content
Popular content types
Rules & advantages of content marketing
Website & Blog Creation
Introduction about website
How to buy domain & hosting
Types of websites

How to use themes & plugins
Blogging website
Blog creation
E-commerce Website Creation
Getting started with E-commerce
Selling product with Woocommerce
Setting up Saas store

Trust India's Top IT Company For A Quality Computer Training.