

DIGITAL MARKETING

Digital marketing is a field that everyone wants to learn about. As technology advances, digital marketing interactions have become a significant part of business.

The Certificate Course in Digital Marketing is designed to help you understand the latest trends in the global digital industry. This course is ideal for anyone looking to gain a comprehensive understanding of digital marketing strategies and tools.



Duration: 5 Months



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

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

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

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

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

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