

Day 1

Introduction to Digital Marketing

Why Digital Marketing?
Traditional versus Digital
Mindset behind Digital Marketing?
Expectations on when to Advertise Online
What are Search Engines and Basics?
How Search Engines works?
Popular Search Engines.
Crawlers / Spiders
Visibility on Search Engines
History of Google
Name of Google Crawler
About SERPs

Day 3 - 4

Website Planning and Creation

Analysis and Selection of topic / objective before purchasing domain hosting
How to choose a domain name
Keyword research for name selection
Points to check before purchasing a domain
How to select the best hosting
How to compare service providers before purchasing domain and hosting

Day 8

Introduction on SEO and About Algorithms & Updates of Google

Organic Vs Paid Results
Techniques of SEO
White Hat SEO
Grey Hat SEO
Black Hat SEO
Google Algorithms and Updates

Day 2

Website and Basic

What is Website?
Domain & Domain name
Extensions and Sub-Domains
Web Server and Hosting
About Protocols
What is URL?
What is link ?
Types of links
SEO Friendly URLs

Day 5 - 6 - 7

Creation of Website using Wordpress

What is Cpanel
Introduction to CMS (Content Management System) and WordPress
Installing WordPress and Launching a Website
Plugins
Customization and Setup

Day 9

Basic Terms and Backend work

What is DA and PA?
What is Page Rank?
What is Link Juice?
What is Backlinks?
What is Link Building?
What is Do follow and No Follow?
What is inbound and outbound Links?

Day 10 - 11

Market Research and Keyword Planning

What is Keyword
Various types of Keywords.
Importance of Long Tail Keywords
Google Suggestions
What is LSI Keywords
How to choose best keywords
Tools for Keyword Research

Assignment: Keyword Research

Day 13 - 14

Meta Tag Optimization

What is page title and page description?
Importance of meta tags
Rules to create meta tags
How to create meta title and descriptions?
Tools for meta tags optimization
How to edit snippets
Plugins for word press

Day 17

How to write content using Yoast SEO Plugin

Day 12

Search Engine Optimization

Introduction to SEO
Importance of SEO
Types of SEO
Technical SEO

Day 15 - 16

Website Tags Optimization

How to check the tags of the website?
How to optimize Heading Tags?
How to optimize Alt tags?
About language tags
Canonical tags
About Anchor tags
How to fix the Tags of the website?

Day 18 - 19

On page Status Report and check Errors

Broken Links
404 errors
W3C errors
Speed Optimization
Mobile Optimization
Content Optimization
SEO Tools
Website's Files
How to fix all errors
How to create the on page status report?

Day 20 - 21

Google Webmaster Tool / Search Console / GWT

Introduction of Google Webmaster Tool / GWT / Search Console
About dashboard
Clicks and Impressions
Links coming to your site
How to create and submit Sitemaps
How to create Robots.txt file
URL Inspection
Finding Broken Links
Identify Crawling errors
Mobile Optimization
Bing Webmaster tool

Day 23

Off Page SEO

Introduction to Off Page SEO
Use of Mozbar Chrome Extension
What is DA and PA?
What is Page Rank?
What is Link Juice?
What is Backlinks?
What is Link Building?

Day 22

Website Full analysis and Tools

What is website audit
Various tools for website audit.
Benefits of website audit
How to check issues manually
Website audit formats
Website audit checklist 2020
Essentials points of website audit

Assignment: Website Audit

Day 24 - 25 - 26

Off Page SEO Techniques

How to find High PA DA Websites for submission
Importance of NAP
Profile creation
Forum participation
Q&A participation
Blog commenting
Publish Articles
Write guest posts
Wheel Linking
Web 2.0
Links through image publishing
Links through video publishing
Links through infographics publishing
Social bookmarking
Links through PDF/PPT publishing
Directory submissions
Link Building Report Format

Assignment: Creating Off Page SEO report

Day 27

Local SEO / Google My Business / GMB

- Importance of Local SEO
- Introduction to GMB Dashboard
- How to add business
- How to create profile in GMB
- How to use keywords for better ranking
- How to update regularly for better results
- Factors affecting GMB ranking

Day 29 - 30

Google Analytics

- Importance Of Google Analytics
- All Fundamentals
- Track landing pages and location
- Tracking Conversions
- Visitors Behaviour
- Goals and funnels
- Monitoring Website Performance
- Traffic Information
- Bounce Rate
- Sessions
- Conversions
- About Events
- Advance Analytics
- Google Tag Manager**

Day 28

Technical SEO

- Importance of Technical SEO
- Indexing
- Making URL friendly URL's
- Page Speed
- Mobile Friendliness
- Schema Markup
- Https Encryption
- User Experience
- Crawl Optimization
- Redirections
- Duplicate Content
- Bad Backlinks

Assignment: Check Technical SEO issues in a website

Day 31 - 32 - 33

Social Media Optimization

- What is social media optimization?
- Reason of using social media?
- Benefits of social media optimization
- Various social media platforms
- Impact of using social media
- Importance of Social Media Profile Creation
- How to post on FB, Instagram, Twitter and LinkedIn
- How to share post on Social Media
- Wordpress Plugins and Tools for Sharing
- Importance of Hashtags
- Introduction to Pinterest
- Importance of Pinterest Integration with website
- Youtube Video Optimization and Analytics

Day 34

Content Marketing

What is Content Marketing
Content Strategy
Content and Marketing Funnel
Content Ideation
Content Creation
Content Promotion
Analysis and Reporting

Day 35

Online Reputation Management - ORM

What is Online Reputation Management?
Need of ORM
How to handle negative reviews
How to manage online reputation
Role of SEO in ORM
Tools for managing ORM

Day 36

Introduction to Google AdSense
Google AdSense Interface
Google AdSense Insights
Placing Ads with Google AdSense

Social Media Marketing

Day 37

Introduction To social Media

- Understanding the Social Media
- Value of Social Media
- Find the Right Channel for marketing
- Why your Business require Social Media Optimization
- Different Social Media Networks

Day 38

Intro to Facebook

- Facebook As social media
- Page Vs Profile
- HashTags
- Facebook Page insights
- Do's and Don'ts of Facebook Page
- Facebook content creation strategy?

Day 39,40,41

Facebook Marketing

- Facebook Ads Overview
- Brand Awareness ads
- Traffic ads
- Lead generation Ads
- Video Ads
- Page Like Ads
- Remarketing ads

Day 42

Intro To LinkedIn

- Introduction to LinkedIn and how it works
- How is LinkedIn important for business
- Creating Individual profiles and Company Pages
- User Engagement
- Increase Connections
- Job Portal

Day 43/44

LinkedIn Ads

- Advertising on LinkedIn
- Get started with Campaign Manager
- Brand Awareness
- Lead Generation ads
- Remarketing on LinkedIn
- Measure and optimize your campaigns
- Analytics

Day 45/46

Twitter Marketing

- Twitter basics and optimizing Twitter
- Content making to tweet and limitations
- Use of Hashtags
- How to engage Audience and generate sales.
- Tools for twitter
- Analytics tracking
- Paid Ads of Twitter

Social Media Marketing/ Google Ads

Day 47/48

Instagram Marketing

- What is Instagram and how to get started!
- Difference between simple account and Business account
- What are hashtags and what are the use
- How to increase engagement
- Tracking analytics of page
- Sponsored Ads on Instagram

Day 49/50

Pinterest Marketing

- About Pinterest and how it is different from other channels.
- Setting up Pinterest account and Business account
- Tracking analytics
- How to Engage audience
- Paid Ads

Day 51

Google Ads

- What is Pay per Click Marketing (PPC)
- Why we need PPC
- Importance & Benefits of PPC
- Other Pay-Per-Click Providers
- Major Pay per Click Search Engines
- Google AdWords

Day 52/53/54

Keyword Research

- What is Keyword Research?
- Difference between SEO & PPC keywords (p)
- Research PPC Keywords
- Importance of target keywords
- Select Targeted/related Keywords
- Categorize Keywords in Ad groups (p)

Day 55/56

Search Ads

- Create Effective Ads Ad groups
- Unique Title
- Measurement of Title, Description URL
- Ad that produce better ROI (p)
- Example of Successfully Effective ads (p)

Day 57

Bids Management in PPC

- What is bidding?
- What is Quality Score?
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid for Ad position
- User Define bids and Google Automatic Bids
- Importance of bidding techniques

Google Ads/Email Marketing/ Affiliate Marketing

Day 58/59

Display Ads

- Introduction to Display Network
- Setting a Display Network Campaign
- Manual Placements Tool ?
- CPC Bidding and CPM Bidding
- Conversions

Day 60/61

Video Marketing

- Introduction to YouTube
- Creating Channel On YouTube
- How to Engage audience
- Monetization
- Paid Ads

Day 62

How important is Landing Page for PPC

- What is Landing Page?
- Ads versus Landing Page
- Important of Landing Page
- Optimize your landing pages
- How to Increase conversion rates
- What is "Click-through-Rates" (CTRs)
- Use 'Calls to Action'

Day 63/64/65/66

Email marketing

- Introduction To Email marketing
- Introduction to tools
- Newsletter
- Auto responder
- Landing Pages
- Forms
- Funnels

Day 67/68/69

Assignment

- Content Calendar
- Social Media Assignment
- Google Ads assignment

Day 70/71/72

Affiliate Marketing

- What Is Affiliate Marketing
- Affiliate Networks
- Partnership with Affiliate Network
- Strategy / Planning
- CASE STUDIES