

Digital Marketing Workshop 2019 - Topics

1. Website Setup Basics
2. Search Engine Overview
3. Search Engine Submission
4. Keyword Research & Analysis
5. Content Optimization
6. Image Optimization
7. Link Optimization
8. Page Speed Optimization
9. Mobile Friendly Test
10. Sitemaps
11. Robots.txt
12. Reputation Building/Link Building
13. Local SEO
14. Search Advertising
15. Display Advertising
16. Social Media Marketing Strategies
17. Search Console
18. Google Analytics
19. Google Tag Manager
20. Digital Marketing Tools