

DIGITAL MARKETING COURSE PLAN 2022

Module I - DM Basics

- 1.1. Website Setup Overview
- 1.2. Branding Vs Marketing
- 1.3. Audience
- 1.4. Channels
- 1.5. Budget
- 1.6. Q&A Session

Module II - On-Page Optimization

- 2.1. How Search Engine Works?
- 2.2. Search Engine Submission
- 2.3. Keyword Research & Analysis
- 2.4. Landing Page Optimization
 - 2.4.1. Content Optimization
 - 2.4.2. Image Optimization
 - 2.4.3. Rich Snippets

Module III - Accessibility Optimization

- 3.1. Page Speed Optimization
- 3.2. Mobile Friendly Test
- 3.3. Sitemaps
- 3.4. Robots.txt
- 3.5. Canonical URLs

Module IV - Off-Page Optimization

- 4.1. Link Building
- 4.2. Content Marketing
- 4.3. SEO Pro Tools
- 4.4. Q&A Session

Module V - SEM / PPC

- 5.1. Adwords Basics
- 5.2. Search Advertising
- 5.3. Display Advertising
- 5.4. Q&A Session

Module VI - Social Media Marketing

- 6.1. SMM Overview
- 6.2. SMM Networking Strategies
- 6.3. SMM Calendar
- 6.4. SMM Tools
- 6.5. Q&A Session

Module VII - Webmaster & Analytics

- 7.1. Search Console
- 7.2. Google Analytics
- 7.3. Google Tag Manager
- 7.4. Live Support Setup
- 7.5. Q&A Session

Course Duration : 30 Hrs (Minimum)