

Digital Marketing Syllabus

Section 1: Search Engine –Introduction

- What is Internet Marketing
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How the search engine works?
- Understanding the SERP
- Using Search Operators
- Page Rank Technology
- Latest Updates SEO Algorithms

Section 2: Keywords Research and Analysis

- Introduction to Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Google Keyword Planner
- Competition Analysis

Section 3: Content Marketing

- Introduction to Content Writing
- Research Skills
- SEO Content Writing
- Copyscape for writing
- Content Quality Check

Section 4: On-Page Optimization (Onsite)

- URL Creation
- Title Tag Optimization
- Meta Description Optimization
- Headers Optimization
- SEO Content Writing
- Anchor Links Optimization
- Internal Link Strategy
- Image ALT Tag Optimization

Section 5: Off-Page Optimization

- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Social Bookmarking
- Image Submissions
- PDF/Document Sharing
- Local Business Listing (Citations)
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO
- Blog Post and Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Audio Submissions

Section 6: Technical SEO

- Sitemap
- Robots.txt
- Domain canonicalization
- Broken Link
- Redirection types

Section 6: Google Speed Test Tools & Techniques

- Google Page Speed Insights
- Mobile-Friendliness (RWD)
- Test Mobile Usability
- Lighthouse (Chrome DevTools)
- Core Web Vitals
- GTMetrix Web Vitals

Section 7: SEO Tools

- Google Analytics
- Google Data Studio
- Google Search Console
- Google Tag Manager
- Wordpress Plugins
- Ubersuggest
- SEMrush

Section 8: Google My business

- Business Profile Management
- Posts and Updates
- Local SEO Boost
- Insights and Analytics
- Booking Integration
- Q&A Feature

Section 9: Competition analysis

- Competition analysis tools.
- Tools for Competition Analysis
- Analyzing Competitor Websites
- Competitor Content Strategy

Section 10: Email Marketing

- Build and Segment Your Email List
- Choose an Email Marketing Platform
- Create Engaging Content
- Set Up Automated Campaigns
- A/B Testing
- Schedule and Send
- Tracking Metrics

Section 11: Social Media Optimization

- Business Profile Optimization
- Optimizing posts
- Groups & Events
- Visual Content
- Hash tag Usage
- Audience Engagement
- Social Media Trends
- Performance Metrics Analytics

Section 12: LinkedIn Marketing

- LinkedIn profile creation and optimization
- LinkedIn company page creation and optimization
- LinkedIn groups & Events
- LinkedIn Jobs Tactics
- LinkedIn best practices

Section 13: Social Media Ads Campaign

- Campaign objective
- Setting Campaign Goals
- Ad Formats
- Target Audience Research
- Creating Ad Creative
- Bidding strategies
- Ad Placement Strategies
- Campaign Monitoring Metrics
- Analyzing performance

Section 14: Social Media Ads Campaign

- Overview of Platforms
- Setting Campaign Goals
- Target Audience Research
- Creating Ad Creative
- Bidding strategies
- Ad Placement Strategies
- Campaign Monitoring Metrics
- Analyzing performance

Section 15: Google Ads

- Overview of ads
- Setting Campaign Goals
- Types of Ads
- Keyword Research and Selection
- Bid Strategies and Budgeting
- CPC optimization
- Optimize for clicks
- Negative keywords
- Adlinks extensions
- Ad copy
- Quality Score and Ad Rank

- Tracking Template Custom Parameters
- Remarketing and Retargeting

Section 16: Online Reputation Management

- What is ORM
- Online reviews.
- Influence customers to review.
- Negative review management techniques.
- ORM best practices.

Section 17: App Store Optimization

- Introduction to ASO
- App store ranking
- App Title Optimization
- App Description Optimization
- App Icon Design
- User Reviews and Ratings
- App Performance Metrics
- App Updates and Maintenance

Section 18: Conversion Optimization

- Overview of CRO
- Conversion Metrics
- User Experience (UX) Design for Conversion
- Landing Page Optimization
- Optimizing Call-to-Action (CTA)
- Conversion Funnel Analysis
- Mobile Optimization
- Trust and Credibility Factors
- Form Optimization