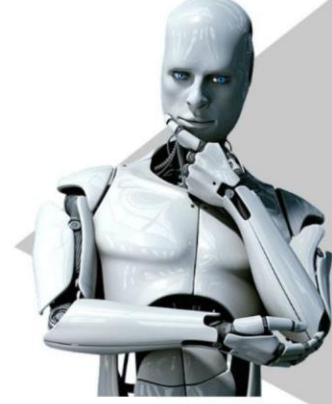


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Digital Marketing

Introduction of Marketing

- Origin of Marketing
- Why Marketing is important ?
- What is Marketing ?
- Understanding Marketing Processes
- Pillars of marketing
- Marketing is Communication
- Mass Communication Medium
- Types of Marketing
- What is Traditional marketing ?
- What is Digital Marketing ?
- Component of Digital Marketing
- Benefits of Digital Marketing
- Growth Rate Of Digital Marketing

Introductions

- Introduction About WWW(World Wide Web)
- Introduction About Uniform Resource Locators
- Introduction About Domain Name System
- Examples of Domain Name System
- How to buy a Domain Name System
- Introduction About Website
- Example Of Website
- Introduction about Web Hosting
- Types Of Hosting
- Introduction About Search Engines
- How Search Engine Works?
- Introduction to File Transfer Protocol and using File Transfer Protocol clients



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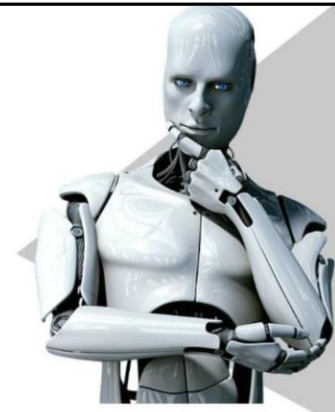
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Components of Digital Marketing

- Introduction of Algorithms
- Introduction of Google Keywords Planner
- Introduction of Search Engine Optimization
- Overview of On Page Optimization
- overview of OFF Page Optimization
- Introduction of Google Webmaster Tool
- Introduction of Google My Business (Local Seo)
- Blogging
- Social Media Marketing
- E-mail Marketing
- Mobile Marketing
- Google Analytics

Search Engine Algorithms

- How do search engines collect information on websites?
- Skynet RankBrain Algorithm
- How do we optimize for RankBrain?
- Panda Algorithm
- Penguin Algorithm
- Penalty Algorithms
- Domain Name Match algorithms
- Manual Intervention
- Hummingbird Algorithm
- PDF Algorithm



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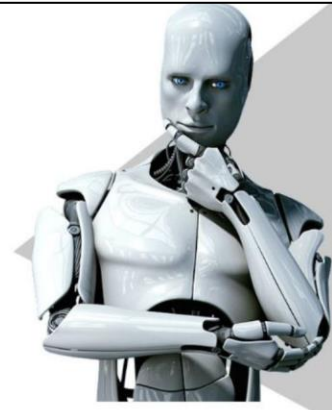
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Keywords

- What is Search engine query Bar?
- Search Results
- How to Get on the First Page of Google?
- Keywords
- The Science behind Choosing Keywords
- What is Keyword Planner Tool in Google Adwords?
- How to use Google keyword planner tool
- New Keywords Search Process
- Keyword research result
- Advantage of Google keyword planner tool
- Types Of keywords
- What kind of keywords we will use?

On Page Seo

- What is On Page SEO?
- What do I need to do first for SEO?
- Creating the Meta Data for Each Page
- Configuring the Meta Title Tag
- Example of Title Tag
- Configuring the Description Tag
- Example of Description Tag
- Configuring the Keyword Meta Tag
- Configuring the Google Bot and the Robot Tags
- Example the Keyword Meta Tag
- Example the Robots Tag
- Language Identifier Tag
- Example the Identifier Tag
- Configuring the Meta Revisit Tag
- Example the Meta Revisit Tag
- Configuring the Meta Location Tags
- Example the Meta Location Tags
- Configuring the Meta Subject Tag, H1, H2 and alt img tag
- Example of Meta Subject Tag H1, H2 and alt img tag
- Configuring the Author and Copyright Meta Tags
- Example Author and Copyright Meta Tags
- conical error and solution
- Domain Selection & URL Structuring



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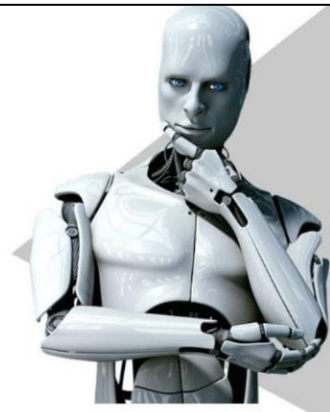
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Google Webmaster Tool

- What is Google Webmaster Tools
- Why do I need Google Webmaster Tools?
- Set-up Your Google Webmaster Tools Account
- Add Your Site in Google webmaster tool
- Check for New or Recent Critical Issues Message
- Check for Manual Actions Applied to Your Site
- Check for Crawl Errors
- Enable Email Notifications from Google
- Visualize Your Overall Search Traffic
- Choosing metrics to display
- Check for Security Issues
- Basic Understanding of the Search Appearance of a Site
- search traffic
- Links to Your Site
- Outbound Links
- Google Indexation Analysis
- Advanced Google Indexation Analysis
- Googlebot Crawler Activity Analysis
- Test Your robots.txt for Validity and Blocked URLs
- Test How Google Sees Your Pages (Visually)
- Test Your Site's Speed Using PageSpeed Insights
- Sitelinks
- Why Sitemap important?
- Submit a Sitemap
- Xml Sitemap
- AMP
- Rich Cards



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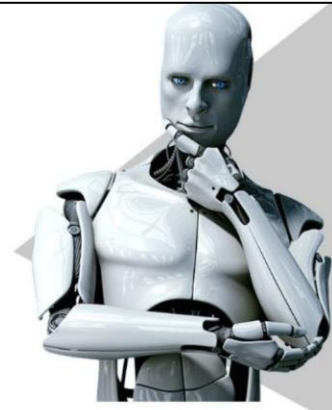
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Google Adwords Express

- What is AdWords Express?
- How does AdWords Express work?
- Benefits of advertising with AdWords Express
- Create an Account On Google adword express
- Describe your business
- Goals in AdWords Express
- Geographic targeting
- Business products and services
- How products and services work
- Tips for successful ads
- Create Your Ad
- Determine your budget
- Review Ad Settings
- Choose Your Setting and Confirm Payment Info
- Dynamic search add making
- Auto targeting
- Universal App Campaign
- Search Network Only add
- Display Network Add
- Bid strategy
- Search network add with display network add
- Shopping add
- Video add



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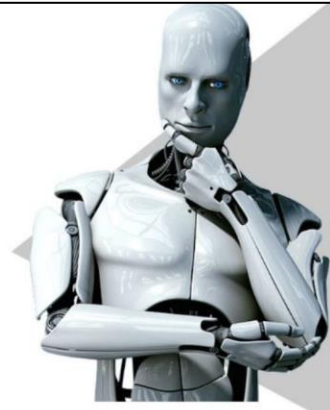
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Off Page Seo

- The Importance of Off-Page SEO
- What are some of the Off-Page Ranking Factors?
- Best Off-Page SEO Strategies That Will Boost Your Rankings
- Knowledge about link Building
- Directory Submission
- Search Engine Submission
- Classified Submission
- Article submission

Blog

- What is Blogging?
- How to Make a Blog?

SMO

- What is SMO (Social Media Optimization)?
- Why Social Media is Important for Online Promotion?
- Different kind of Social Media and Networking Sites
- How to create a page on Facebook?
- What Google Plus is?
- How to Create Profiles on Google Plus?
- Difference between Individuals and Company Profiles.
- Why to Promote at Google Plus?

What is Twitter?

- Why Twitter is Important?

Why You Tube?

- How to Create Videos?
- Understanding Video Marketing
- Link Building With You Tube



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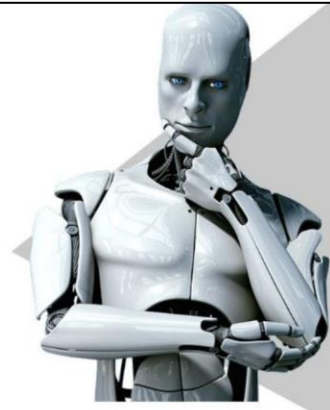
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Search Engine Marketing (Using Google Adwords)

- PPC Introduction
- Sign-Up With Google Adwords
- How to create PPC campaign
- How to select Keywords for PPC Campaign
- Creating ADs for your PPC Campaign

Google Analytics Tool

- Understanding Google Analytics Tool
- Why Google Analytics Tool is Important
- Starting with Google Analytics Tool
- Setup an account with Google Analytics Tool
- Adding site to GAT
- Tracking visitors through GAT
- Goals Creations
- Segments
- Filters
- Custom Reports

What is Email Marketing?

- How to Send Thousands of Emails Instantly.

Mobile Marketing

- What is Mobile Marketing?
- Sign-Ups with Mobile Marketing Sites?
- Creating Mobile Marketing Campaigns

Google Tag Manager

- What is Google Tag Manager
- Universal Analytics tag
- Google conversion tag
- Custom HTML tag

Google Web Designer

- What is Google Web Designer
- How its Works
- How to create adds in GWD



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Affiliate Marketing

- What is Affiliate Marketing
- How earn money by affiliate marketing

Google AdSense

- What is Google AdSense
- How earn money by Google AdSense

Google Publisher

- What is Google Publisher

Wordpress Marketing

- How to do SEO with Wordpress
- What is plugins
- How to engage customers with wordpress website

HTML Class

- Seo through HTML website
- Meta tags
- Canonical error tag

Referral Marketing

- Overview of referral Marketing
- How to work with it

Black Hat SEO

- Overview of Black Hat Seo
- Clocking
- Doorways Pages
- Paid Link farming
- Cross linking

Youtube Marketing

- Youtube Marketing

Hidden Facts of Digital Marketing and Job Preparations

- Advance Interviews Questions Preparation
- Facts Of Digital Marketing

Live Project



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