CourseVidya

Digital Marketing

Strategies Focused on Increasing The
Reach & Visibility of Your Business.

Certificate Course
DIGITAL MARKETING

Course Contents

Mindset session and Introduction

- Introduction to mindset session
- Basics of mindset session
- What is Digital Marketing?
- Significance of Digital Marketing
- Core elements of digital marketing
- How is it different from traditional marketing?
- ROI between Digital and traditional marketing?

Website Development & Deployment on Server

- Understand the importance of website
- Significance of website Design and user Interface
- Creation of static and dynamic website
- Installation of Dreamviewer software
- Use of FTP and Filezilla
- Deployment of website on server

Search Engine Optimization (SEO)

- Introduction to search engine
- How search engine work?
- Search Engine Algorithms
- keyword Research and Analysis
- On page optimization techniques
- Off page Optimization techniques
- Available SEO Tools and Report
- Generation
- Google Sandbox effect

On Page SEO Techniques

- URL Structure Making
- Meta Tag Optimization
- Image optimization
- Creating/uploading Robots file
- Creating/uploading XML Sitemap
- Creating/uploading HTML Sitemap
- Creating/uploading Google webmaster Account
- Creating/uploading Google Analytics Account
- URL renaming and re-writing
- Anchor Text
- Heading tag
- Bold & Italic Tag
- What is Page Rank?
- Essentials of good website designing
- Header and footer
- 404 Error Redirects
- 301 / 302 redirection
- How to host & register Site?
- Competitor analysis
- Pre/post-website analysis
- Alexa report
  Some Common SEO tools & plug-ins

Off Page SEO Techniques

- Search engines submissions
- PPT, PDF & Video Submission
- Blog Submission
- Article Submission
- Social book-marking
- Free Classifieds and Press Releases submission

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Advance SEO

- Names of the Search Engine Spiders
- What is Google Panda?
- What is Google Penguin?
- What is Google Humming Bird?
- URL Remover
- Query Deserve Freshness
- Latent Symantec Indexing
- .ht Access Files and their Importance
- Canonical Links and Site Links
- What is Keyword Mapping?

Google Analytics

- Google Analytics Cookies
- Email Tracking in Google Analytics
- Conversion Tracking in Google Analytics
- What are Annotations in Google Analytics?
- Goals & Funnels in Google Analytics
-
- Custom Reporting in Google Analytics
- Admin Section in Google Analytics

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Social Media Marketing (SMO)

- Social Media and its significance
- Social media marketing channels and tools
- Viral Marketing and its urge
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Google – g+ approach
- Social Media Analytical Tools
- Concepts of Remarketing

Search Engine Marketing (SEM)

Campaigns Covered:

- Google Adwords
- Bing Ad Centre
- Facebook Ads
- Twitter Ads
- Youtube Ads
- LinkedIn Ads
- Conversion Tracking
- Dimensions Reports
- Multi User Access
- *Google PPC Campaigns*

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- *LinkedIn Campaigns*
- *Facebook Campaign*
- *YouTube Advertising*

Google Ad sense

- What is Display Advertising?
- Different types of ad targeting tools
- Remarketing
- Display advertising terminology
- Types of display ads
- Different ad formats
- Ad placement techniques
- Important ad terminology
- ROI measurement techniques
- Practical

Mobile Marketing

- Significance of Mobile marketing
- Latest trends in mobile marketing
- Types of mobile marketing
- Best practices of mobile marketing
- Mobile website creation tools
- Role of mobile marketing in E-Commerce
- Mobile Marketing strategies
- Concepts of Mobile Ads
- Ads through apps, locations, interests etc
- SMS Marketing

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Email Marketing

- The Top 10 things you can do with email
- Permission and E-permission marketing
- Defining your goals
- HTML v/s text emails
- E-marketing strategies
- Understanding conversion and performance metrics
- Tracking landing pages
- A/B and Multivariate testing
- Analyzing test results

Affiliate Marketing:

- Introduction to Affiliate marketing
- Different ways to perform affiliate marketing
- Affiliate marketing secrets
- Examples of people making money through affiliate marketing
- Top affiliate marketing networks

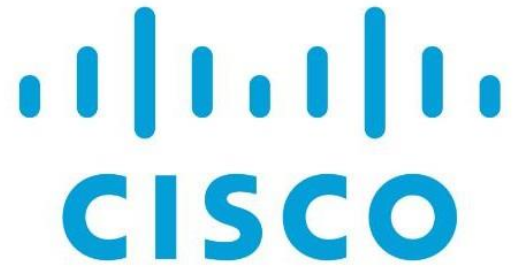## Additional Module

- Online Reputation Management
- Social Media Analytics
- Ad designing
- How to become a freelancer and earn online

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CERTIFICATIONS TRAINING PROGRAMS

SHORT TERM TRAINING PROGRAMS

Certificate Course in Digital Literacy

- Basic Computers Course (BCC)
- Course on Computer Concepts (CCC)
- MS Office(Word,Powerpoint,Excel)

Certificate Course in Data Management

- Advance Excel
- Advance Excel and VBA
- MIS Reporting using Advance Excel
- Data Analytics using Advance Excel
- TALLY ERP 9 with GST
- GST Course Filing
- BUSY Inventory & Accounting

Certificate Course in CS/IT

- C/C++ Programming
- Core Java
- Advance Java
- Android App. Development
- Core Python with Django
- .Net with framework
- Core PHP with Framework/CMS
- Big Data & Hadoop
- Web Development
- Software Testing
- Ethical Hacking and Cyber Security

Certificate Course in Designing

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- CorelDraw

Certificate Course in Internet Marketing

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Pay Per Click (PPC)

LONG TERM TRAINING PROGRAMS

Diploma Courses

- Diploma in Computer Education
- Diploma in Computer Applications
- Diploma in Financial Accounting & Taxation
- Diploma in Graphic Designing
- Diploma in Web Designing
- Diploma in Office Management
- Diploma in Multimedia & Animation
- Diploma in Internet Marketing
- Diploma in Embedded Systems & Robotics

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