

# Digital Marketing

## Course Content



### 1. SEARCH ENGINE OPTIMIZATION (Seo)

#### **Introduction to SEO**

##### **How Search Engines Work**

Indexing & Crawling Basics

Optimizing Crawl Budget

#### **Intro to SEO**

Organic Search vs. Paid Search Results

Anatomy of a Search Result (Search Snippet)

What is On-page SEO (Content, Architecture, HTML)

What is Off-page SEO / Link Building

(Social, Content-based, PR)

#### **Keyword Research**

Finding Seed Keywords: Mind Map for Keyword Research

Using Wikipedia, Forums for Keyword Research

Keyword Research Process - Identify

SeedKeywords, Collect metrics,

Map Keywords

Google Keyword Planner Tool

#### **On-page SEO**

##### **HTML Basics**

Web Page Basics: What is HTML, JavaScript, CSS

Basic HTML Tags to create a web page

HTML Tags for SEO: Title, H1, META Tags,

IMG, A Href

## **On-page SEO**

Title, H1, Meta Description, Keyword Usage  
Crawling: XML, HTML Sitemaps, Robots.txt  
Content Clusters (Creating SEO-based content)  
Negative on-page to avoid

## **Technical SEO**

URL Architecture  
Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)  
301 Redirects

## **Mobile SEO**

App Store Optimization  
Mobile Websites : Responsive, Adaptive,  
Dynamic Optimizing for Voice Search

## **Schema Markups**

What is Schema & Why is it relevant to SEO.  
Schema Types - Micro, JSON-LD  
Common JSON Schema Tags - Organization,  
Website, BlogPosting, LocalBusiness  
How Schema shows up in SERPs

## **Off-page SEO**

### **Link Building**

What is Link Building  
Link Building Tactics  
Manual Link Building Process  
Link Building Metrics

### **Social SEO**

Quora YouTube Video SEO  
Slideshare, Scribd and other social channels for SEO

### **Local SEO**

What is Local SEO, Pigeon Update  
Google My Business, Bing Places  
Local Pages on your website  
Local listings / citations

### **SEMRush.com Backlink**

Backlink audit of one website  
How to audit backlinks of competitors and gain insights

## **SEO Audit, Tools, Measurement**

### **SEO Audits**

What are SEO Audits.

Different Types of SEO Audits.

Complete SEO Audit with Checklist – Screaming

Frog SEO Spider, SEMRush Backlink Audit,

Page Speed Audit with GTMetrix / Google Page Speed

Insights, Mobile Site Audit

### **Google Search Console**

#### **Algorithm Updates**

History of Google Algorithms

Panda, Penguin, Pigeon, Caffeine updates

RankBrain and the Future of SEO

### **Measurement with Google Analytics**

Basics of Google Analytics

SEO Metrics to Measure –

On-page, Off-page, Technical

SEO Reporting

### **SEO Resources, Careers in SEO**

Basics of Google Analytics

SEO Metrics to Measure –

On-page, Off-page, Technical

SEO Reporting

## **SEARCH ENGINE MARKETING (SeM)**

### **Introduction to SEM – Fundamentals & Case Studies**

Consumer Journey

What is SEM? Why SEM?

What is Google AdWords?

Why Google AdWords?

Google Network

AdWords Terminologies

How Does the SEM Auction Work?

Structure of an AdWords Account

Campaign Types – Introduction to Search, Display

(including Videos), Shopping and Mobile-specific campaign types,

and when/why to use them. Creation of Search Network Campaign

Ad

Ad Formats

Ad Text Policies

Ad Text Best Practices  
DKI  
Ad Extensions  
Keyword Research  
Tool – Keyword Planner & Estimator  
Keyword Match types  
Keyword Strategies  
Landing Page  
Bidding and Budget  
Optimizing the SN Campaign using the KW Planner,  
Match types, Ad Text best practices, etc.

### **Creation of Google Display Network**

GDN Targeting Options  
Display Ad Formats  
Ad Gallery Tool  
Conversion Tracking  
GDN Campaign Creation - Demo  
Remarketing  
Advanced Display: RLSA, Dynamic Remarketing,  
YouTube Remarketing  
Advanced Display: Smart Display Campaigns

### **Mobile Ad Campaigns**

Universal App Campaigns  
Mobile-Specific Bidding and Targeting Strategies  
Measuring Mobile Ad Performance and  
Conversions  
Report Editor  
Optimization Strategies  
Account Audit Demo

### **Shopping Campaigns – Introduction**

What are Google Shopping Ads /Product  
Listing Ads?  
Where do they appear on Google? What  
Shoppers on the internet do?  
What retailers need? – New Advertising  
technologies  
Google Shopping set retailers up for  
success  
Features of Google Shopping Why PLA's?  
And the path to create PLA Ads  
Merchant Centre Steps  
Create Shopping Campaign on Google  
AdWords

Track Performance and Optimize the Campaigns

### **YouTube Marketing - Introduction & Ad Formats**

YouTube Ad Formats  
YouTube Campaign Creation  
YouTube Analytics  
Video Campaign Optimization Tips

## **SOCIAL MEDIA MARKETING (SMM)**

### **Getting Started with Social Media Marketing**

Introduction to Social Media  
Facebook Marketing  
Creating Content for Facebook & Social Media  
Why Content is the foundation of SMM  
Psychology of Social Sharing  
Building Content That is Inherently Shareable  
Tools for Content Creation

### **Facebook Marketing**

What is Facebook Marketing  
Facebook Page Best Practices  
KPIs to measure success  
Facebook Insights  
Facebook Business Manage  
How does Facebook Advertising Work?  
Facebook Ad Campaign Objectives  
Facebook Ad Targeting

### **Instagram & LinkedIn Marketing**

Optimizing your instagram business profile  
Crafting an Instagram content strategy  
Best Practices  
Influencer Marketing on Instagram  
Analytics & Measurement  
Instagram Ads

### **LinkedIn as a Marketing Platform**

LinkedIn for Personal Branding  
Brand Marketing on LinkedIn  
LinkedIn Company Pages

LinkedIn Advanced Search  
LinkedIn Premium  
LinkedIn Ads

### **Twitter and Snapchat Marketing**

Twitter Marketing for Brand Awareness  
Twitter Ads  
Twitter Analytics  
Twitter Tools - Crowdfire, Tweriod, Hashtagify,  
Ritetag, TweetReach & TweetArchivist

### **Snapchat Marketing**

Snapchat for business  
Building a following  
Driving Engagement  
Analytics & Measurement

### **Pinterest Marketing & Creating a Successful Digital Marketing Strategy**

Pinterest for business  
Marketing on Pinterest  
Best Practices  
Leveraging Rich Pins  
Analytics & Measurement

### **SMM Tools**

Hootsuite  
Buffer  
Tweetdeck  
SproutSocial

### **Crafting a Successful Social Media Strategy**

10-step framework to crafting a successful SMM  
strategy  
Building Content That is Inherently Shareable  
Creating Content for multiple platforms  
Generating content ideas and building a plan  
Effective Content Distribution  
Evaluating success

## **EMAIL MARKETING**

### **Deliverability**

Setting-up an Email Marketing Machine  
ISPs, Hosting Facility and MTA  
IP/DNS and Shared vs. Dedicated IPs

MX Record, Whitelisting, Response Handlers and Bounces

### **Effective Email Content**

Conversation  
Relevance  
Incentives  
Timing  
Creative & Copy  
Attributes

### **Customer Acquisition Strategies**

Rented List Emails  
Co-branded Emails  
Third Party Email Newsletters  
Viral Emails  
Event Triggered Emails  
House E-newsletters

### **Effective Creative Introducing**

CRABS- Does your Emails have Crabs?  
Email Template Model  
Best Practices  
NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

### **Nurturing & Automation**

Tools to Enhance Lead Nurturing  
Enhance Better Reach  
Analyze Behavior Patterns  
Analytics  
Automation and More

### **Resources to do situational analysis and progressive updates**

Customer Personal Toolkit  
Complete Email Marketing Worksheet  
Content Editorial Calendar  
Digital Marketing Strategy Toolkit  
Email Contact Strategy Template  
Email Campaign Calculator  
Email Marketing Health Check  
Structuring Digital Marketing Team  
Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

### **Email Automation**

Introduction to Automation

-What is Automation?

-How does it Work?

-What are the Benefits?

Choosing an Automation Platform

-Features & Functions Available

-What are Workflows? How to Create a Workflow?

-Cost

-Most Widely Used Platforms

Simple Automation Functions from MailChimp

-Click to Reply Options - Demonstrated

-Other Features Explained

-Results - Demonstrated – Practical

## **Inbound Marketing**

### **Attracting your potential customers into conversion funnel**

Various Ways to Build Reach Through Digital Marketing

What are Engagement Magnets?

How to Identify Right Set of Engagement Magnets for your Business?

Effectiveness of Various Engagement Magnets

Digital Reach Building Strategy Through Inbound

Interest Generation

### **Converting your prospects into leads using emails**

What is Audience Aggregation?

Benefits of Audience Aggregation

How to do Audience Aggregation Through Emails

### **Landing Page**

Conversion Oriented Landing Page Design

Investment in Landing Page

Is it for me?

What is it?

Critical Concerns to Address on Landing Page  
What's the Next Step

### **Conversion Optimization**

Role of Conversion

Understanding Customer Psyche

Conversion Optimization

User Flow and Persuasion

Online Persuasion

True Meaning of Landing Page User Flow  
and Online Persuasion



## **Conversion Optimization Patterns for Engaging website Visitors**

Patterns for Engaging Website Visitors

Pattern #1 - Pop-Ups

Pattern #2 - Pop Under Call-to-Action

Pattern #3 - Inside Article CTA

### **Lifecycle Emails**

What are Lifecycle Emails?

Where do Lifecycle Emails fit in?

Tools used for Lifecycle Emails

Lifecycle Emails – Case Studies

Lead Nurturing with Drip Email Marketing:

Implementation

## **WEB ANALYTICS**

### **Introduction**

What's Analysis?

Is Analysis Worth the Effort?

-Small Businesses

-Medium and Large Scale Businesses

Analysis vs Intuition

Introduction to Web Analytics

### **Google Analytics**

Getting Started With Google Analytics

How Google Analytics Works?

Accounts, Profiles and Users Navigation

Google Analytics

Basic Metrics

The Main Sections of Google Analytics Reports

-Traffic Sources

-Direct, Referring, and Search Traffic

-Campaigns

-AdWords, AdSense

### **Content Performance Analysis**

Pages and Landing Pages

Event Tracking and AdSense

Site Search

### **Visitors Analysis**

Unique Visitors

Geographic and Language Information

Technical Reports

Benchmarking

## **Social media analytics**

Facebook Insights  
Twitter Analytics  
YouTube Analytics  
Social Ad Analytics /ROI Measurement

## **Actionable Insights and the Big Picture**

Recap of Google Analytics Reports & Tools  
Finding Actionable Insights  
Getting the Organization Involved  
Creating a Data-driven Culture  
Resources  
Common Mistakes Analysts Make  
Additional Web Analytics Tools

## **Social CRM & Analysis**

Radian6  
Sentiment Analysis  
Workflow Management  
Text Analytics

## **Digital Analytics**

WebMasters  
AdWords Reports, Custom Reports  
Dashboard and Segmentation  
Multi-Channel Funnels Reports Attribution Modelling  
and Reports

## **Platform Principles**

The Platform Components  
The Data Model  
Measurement Protocol Data Collection  
Importing Data into Google Analytics  
Reporting APIs and Report Sampling

## **Specialization modules**

### **Introduction to Marketing**

Start by understanding the importance of planning your business marketing strategy. This module covers finding your business' USP, defining your audience and developing a strategy around marketing funnel.

### **Facebook Pages and Post Best Practices**

Learn how to connect with people by planning your Facebook Page and understanding how it is structured to make the maximum use of it.

### **Facebook Ads - Campaign Objectives**

For each Facebook Ad, you have multiple objectives to choose from. This module helps you build right objectives based on each business objective.

### **Facebook Messenger**

Connect and engage with your new or long term customers on Facebook to get results. Offer them suggestions, support, engage with them or encourage purchase from one messenger.

### **Facebook Ads - Targeting Audiences**

Understanding your audience is a challenge for many businesses today. But developing a marketing plan without a knowledge of your audience is a step to failure. Segment your audience and target the right audience with this module.

### **Facebook Ads - Impactful Creatives**

Make an impact with creatives and know the different ad formats which look good on all devices.

### **Facebook Ads - Optimization and Reporting**

With this module, measure your adverts and get business insights to optimize how you are connecting with your audience.

### **Facebook Ad Policies**

Get in-depth understanding of Facebook Ad policies, ad disapproval, account status and Facebook support for a smoother journey.

### **Facebook Pixel**

Measure conversions, optimise ad delivery, automate audience building and do more with Facebook Pixel. Learn and work on Pixels with this module and get more insights on how people are using your website.

### **Driving Online Sales**

Learn how to get more sales and drive traffic with remarketing campaigns, targeting, creatives and placements and ad formats.

### **Generating Leads**

This module guides you through creating a lead generation campaign to drive results for your business.

### **Facebook Shop**

Plan and structure your Facebook shop to manage and sell more products with Facebook.

### **Building Brand Awareness**

Build your brand with Facebook to connect with people where they are- Facebook and Instagram. Plan your targeting, creatives, placements for brand awareness.

### **Driving In-store Footfall**

Build Facebook campaigns to drive traffic to your offline store. Learn how to develop a local campaign and sell more with Facebook.

How to Become a Freelancer in Digital Marketing?

Integrated Digital Marketing Strategy

Media Buying & Planning

E-commerce Listing and Marketplace Selling

Affiliate Marketing

Programmatic Marketing

Content Marketing Course - In Association with LinkedIn

How to Create an Infographic Resume?

Adobe Analytics – SiteCatalyst

Lead Sourcing

**Tools you will be Exploring:**

Google Analytics

Google Merchandise Store

Build Your Blog & Promote Your Blog

# Certifications



**Display Advertising**



**Shopping Advertising**

**Google Certifications**



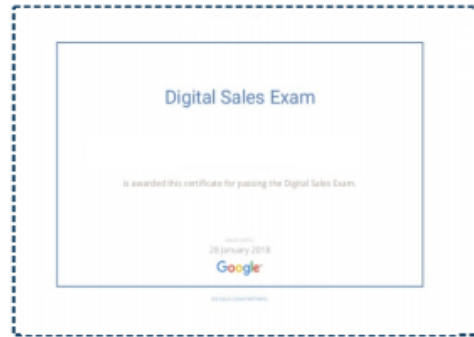
**AdWords Fundamentals**



**Search Advertising**



**Video Advertising**



**Google Digital Sales Certification**



**Google Analytics Individual Qualification (GAIQ)**

**100% Placement With Reference Interview Call**



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