

Certified Course in

# Digital Marketing

(23 Modules)



## Module 1 : Search Engine Optimization (SEO)

### ON-PAGE OPTIMIZATION

META TAGS Optimization

CANONICAL Tag Implementation

Website Analysis

Heading Tags in Contents

Description tag imp

### KEYWORD RESEARCH

Keyword Proximity, Density, Analysis

Header Keyword Optimize

Footer Keyword Optimize

Image Optimization

Image Alt Tags

Web Page Weight/ Rank

Internal Link Building

Robots file Optimization

Anchor Text

URL renaming/re-writing

Website Audit

### OFF-PAGE OPTIMIZATION

Submission to Search Engine

Directory Submission

Deep Linking

Blog Submission

Book Marking

Article Submissions

Classified Submission

Importance for FORUMS

### Website AUDITING

### SOCIAL BOOKMARKING

Press Release

Press release Submission

Directory Links

One Way Link building

### GOOGLE SITE MAPS

Sitemap Creation

XML Sitemap

Competitor ANALYSIS

Creating Competitor

Report Analysis

Duplicate Content Issue

Copyrighting

Coding Standards

Call to Action

Usage of all Tags

Copy-scape

2 LIVE Projects

## Module 2 : Social Media Marketing & Optimization (SMM)

### SOCIAL MEDIA OPTIMIZATION & MARKETING

Types of social media / Key terms to understand How Social Media influences audience & Google  
Developing unique content, positioning and voice integrating social media into your website and blogs  
How to choose right social media for your business/brand. Behavioral & cultural standard for Social Media. Linking all Social Media Accounts.



#### YOUTUBE MARKETING

Video optimization promoting on YouTube  
Monetization SEO for Youtube Analytics

- ☒ SLIDESHARE
- ☒ PINTEREST
- ☒ INSTAGRAM



#### FACEBOOK MARKETING

Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook (PPC) Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics



#### LINKEDIN

Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business  
GOOGLE PLUS. Using Google Plus for Businesses, Hangouts. TWITTER MARKETING Using twitter for business



#### GOOGLE PLUS

Using Google Plus for Businesses, Hangouts.



#### TWITTER MARKETING

Using twitter for business.

## Module 3 : GOOGLE ADWORDS with GOOGLE Certification (Exam Preparations)



#### PPC TRAINING INTRODUCTION

What is Pay per Click Marketing  
Importance & Benefits of PPC Other Pay-Per-Click Providers  
What is Google AdWords?  
How to set up PPC Campaign



#### GOOGLE ADWORD NETWORKS

Search- Searching on Google (.Com, .in, .ph etc.)  
Search Partners- (AOL, EarthLink, Powered by Google, Site Search/



#### SET-UP PPC CAMPAIGN

PPC campaign Navigation  
Use Multiple Account



#### "CLICK- THROUGH-RATES" CTR

What is Impression?  
What is "Cost/Conversion"?  
What is Tracking Code?

## Module 3 : GOOGLE ADWORDS with GOOGLE Certification (Exam Preparations)



### WHAT IS KEYWORD RESEARCH?

Diff between SEO & PPC keywords  
Keywords popularity, Search  
Volume Categorize Keywords in  
Ad groups. Keyword Types: Broad,  
Exact, Phrase



### WHAT IS QUALITY SCORE?

How Quality Score Effect on Bids?  
How to Increase Position on Search?



### DISPLAY NETWORK CAMPAIGN

{Creating Image/Video/Text/Flash  
Banner)  
Navigation through Menus  
Home/Campaigns/Opportunities/  
Tools & Analysis, Billing Account



### CREATE EFFECTIVE ADS AD GROUPS

Measurement of Title, URL,  
Ad that produce better ROI



### BID FOR AD POSITION/ BID MANAGEMENT

#### WHAT IS LANDING PAGE?

Ads versus Landing Page  
'Call to Action'/Cost/Conversion



### VIDEO MARKETING

Learn to Give Ads on Youtube  
Videos, In-stream Video  
Marketing, Bumper Ads,  
Display Ads on Youtube

## 3 GOOGLE CERTIFICATIONS

## Module 4:Advanced Adwords MCC

MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC: MERCHANT CLIENT CENTRE, CAMPAIGN PERFORMANCE REPORTS. Large advertisers with more than one AdWords account, Third parties such as: Agencies, Search engine marketers (SEMs), Automated bid managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOWTO LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Inviting users to your account, Managing account access levels, Managing your account structure, Creating an optional login AdWords account.

## Module 5: Remarketing/Conversion

REMARKETING & Conversions with Adv. GOOGLE ADWORDS Standard remarketing: Show ads to your past visitors, Display Network websites and use Display Network apps. Dynamic remarketing: Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing. HOW CONVERSION TRACKING works Website actions: Purchases, sign-ups, and other actions that customers, complete on your website. Phone calls: Calls directly from your ads, App installs and in-app actions .. etc.

## Module 6: Google Analytics

Introduction to Web Analytics

### WHAT IS WEB ANALYTICS

Purpose of analytics in Internet Marketing  
Admin Interface, Setting up an accounts and  
Web properties Managing account/Users.  
Google Analytics Interface Home Tab/Real-time

### EXPORTING REPORTS/ EMAILING REPORTS

### Traffic Sources

Overview of Traffic sources  
Sources / Direct Search, Organic /  
Keywords /Paid / Referral

### Data DASHBOARD

Widgets / Customize dashboard  
Date selection and comparison

### ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS

Keywords/Keyword Positions

### SEO (WEBMASTER TOOLS)

Social /Content Analysis  
Site content /Speed/Search  
Events /Experiments In-page  
Analytics CONVERSION  
TRACKING Goals / Calculating the ROI  
Custom reporting.

## Module 7: MOBILE Marketing

**MOBILE MARKETING** industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition, .etc.

## Module 8: Google AdSense

**Google AdSense - Monetization** Google AdSense why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through WHICH YOU CAN EARN MONEY BY PLACING ADS ON YOUR BLOG/WEBSITE. LEARN TO MAKE MONEY VIA ADS with GOOGLE ADSENSE

## Module 9: EMAIL MARKETING

**EMAIL MARKETING** Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, & is meant to build loyalty, trust, or brand awareness.



## Module 10: O R M (ONLINE REPUTATION MANAGEMENT)

**ORM - stands for Online Reputation management.** ORM basically influences the reputation of an individual's or businesses. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.

## Module 11 : Google Webmaster Tools

### GOOGLE WEBMASTER TOOLS

Search Console

What is Webmaster Tools

Site working on Search Console

Refine personal & site settings

Manage & Monitor your site

Search Traffic Google Index

Crawl & Fetching your site

Submitting your verification code

Testing Robot.txt & Sitemaps

Security - Check for errors

## Module 12: CONTENT MARKETING

Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! An Infographic that is linked and compelling by it. Nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visualshorthand.

## Module 13: Digital Marketing & Viral

1. How to Start a Digital Marketing Agency
2. Where do 1 get my clients from, places and areas to look for?
3. Approach and Strategies to Convert your prospective clients
4. How to Pitch to your clients, prove Digital Marketing issuperior
5. Target Oriented Marketing - Impress with Analytics
6. Viral Marketing TIPS & TRICKS

## Module 14: CREATING A BLOG

### CREATING A BLOG

Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments.

Easily build a blog on Google Blogger Customizable, Mobile-ready designs and themes With hosting and support from Google.



## Module 15 : MEDIA Buying & Selling

MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for your business? Benefits and Advantages. Profitable Media Buying Campaign from Start to Finish.

## Module 16: Creating WEBSITE

### Creating a WordPress Website for Online Presence

Personalize your brand, Customize your site. Have control over the look and feel of your website, from its domain name to its layout, colours, and content. No designing skills needed, Templates, Create a Professional Responsive & Mobile Website.

## Module 17: WEBINAR MARKETING

### WEBINAR MARKETING & BENEFITS

Logistics, Direct interaction, launch feedbacks, webinar tools & services. Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many. Learn - use Webinar for your Business – amazing benefits Apply the Top Webinar Marketing Tools,

## Module 18: AFFILIATE Marketing

Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the Profit for each sale that you make. Affiliate Marketing has just Started in India contrarily to what it is in US. Earning opportunity In affiliate marketing is unlimited. At DMTI you will learn, How to Earn commission from Amazon, Flipkart, Jabong..etc

## Module 19 : LEAD GENERATION

Every businessman wants leads to his business

1. How To Create Your 'Bribe' Offer
2. How To Create A High Converting Page
3. Joining Give Away Events
4. Adding Your Offer to Thank You Page
5. Ad Swaps - from third party sites

## Module 20: FREELANCING Techniques

1. Freelancing Website, Best practices,
2. Registering on Freelancing Web sites,
3. Applying for online jobs,
4. Micro job sites - application & posting
5. Forum promotions, Accepting payments





## Module 21: Design Graphics

Graphics effectively communicate, visual representations of information. Create your own graphic for clients and Social media. In 2017 Graphics will rule. Graphics are more appealing than text.

## Module 22: LANDING Page Technique

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|-------------------------------------|--|
| 1. Elements of Landing Page         | 4. CTA Placement & Optimization        |
| 2. Acquiring Stunning Landing Pages | 5. Landing Page from third party sites |
| 3. WordPress Themes & Plugins       |  |

## Module 23: Top #5 Digital Marketing Tools for Online Business

- #1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management
- #2 TOOL LEARN FROM EXTRA 21 EBOOKS & VIDEOS additional knowledge bank on Digital Marketing
- #3 TOOL Get NAPCHAT MARKETING VIDEO TRAINING - latest trend on Digital platform.
- #4 TOOL Get WhatsApp Video Training on How to Use WHATSAPP for BUSINESS
- #5 TOOL Learn a LEAD Generation Tool - to get more Conversions



**You Get 4 Certifications.**

- 1. GOOGLE AdWords Certification (2)
- 2. GOOGLE ANALYTICS Certification