



# Digital Marketing Training

## Course Content

Digital Marketing Training included the below expertise:

1. **SEO (Search Engine Optimization)**
2. **SMO (Social Media Optimization)**
3. **SEM (Search Engine Marketing )**
4. **Google Analytics**

### SEO Training (15 Hrs)

Following are the parameter is undertaken for the SEO Training /coaching

#### ***WEBSITE AUDIT AND BENCHMARKING***

- How to identify the current website errors
- Identify the Scope of improvement
- How to Benchmarking the website

#### ***WEBMASTER AND ANALYTICS TOOLS***

- Tool integration
- Learning of all tools Parameter and report creation
- Custom dashboard reporting
- Geo location setup
- URL caching and removing
- Keyword performance

#### ***RESEARCH AND ANALYSIS***

- Keyword research
- Keyword selection
- Keyword creation (long tail, exact, broad etc..)
- Competitor research and identification

#### ***ON-PAGE OPTIMIZATION***

- Website architecture as per Google guiding
- URL mapping

- URL architecture
- Internal linking and navigation
- Meta Data creation
- Image optimization
- Page speed checking and optimization
- Header tags
- Canonical tags
- Content duplication
- Content optimization
- Crawler management
- Website accessibility
- Robots file creating
- XML Sitemap creation with priority setup and implementation

#### ***OFF PAGE OPTIMIZATION***

- Social Submission
- Back link creation
- News marketing
- Content Marketing
- Business Listing
- Social Networking
- Google Map Listing
- Info-graphic, PDF, and PPT marketing
- Local Classifieds
- Forums and Communication creation
- Local Market place
- Online Business Store creation

#### ***TOOLS AND REPORTING LEARNING***

- Free SEO add-ons
- SEO tool
- Reporting Tools
- Benchmarking tools
- Website analysis tools

# SOCIAL MEDIA MARKETING TRAINING (10 Hrs)

## **FACEBOOK**

- Facebook for Branding
- Using Facebook as Company
- Facebook for Sales
- Facebook Ads
- Facebook for SEO

## **LINKEDIN**

- LinkedIn for Branding
- Company Profile
- Encouraging Employees to Use LinkedIn
- LinkedIn for Sales
- LinkedIn for SEO
- LinkedIn Ads

## **YOUTUBE BRANDING**

- YouTube for Branding
- Examples of YouTube Channels Subscribers
- YouTube for Sales
- YouTube for SEO

## **TWITTER**

- Twitter for Branding
- Twitter for Sales
- Promote Your Products and Services
- Responding to Users' Needs
- Twitter for SEO

# SEARCH ENGINE MARKETING TRAINING (20 Hrs)

## ***SEM OVERVIEW***

- Understanding Search Engine Marketing (SEM)
- Snapshot of SEM Industry
- Advantages of SEM over Other Marketing Methods
- Organic vs. Paid Traffic

## ***MARKETING PLAN***

- Differentiate Your Services
- 4Ps of Marketing
- Target and Segment Your Audiences
- Understand Your Customers

## ***INTRODUCTION TO GOOGLE ADWORDS***

- Getting Started with Google AdWords
- Signing Up for Google AdWords
- Set Time Zone and Currency
- Verify our account
- Activating Your Account

## ***NAVIGATING THROUGH GOOGLE ADWORDS***

- User Interface Elements
- Home Tab
- Campaigns Tab
- Opportunities Tab
- Reporting Tab
- Billing Tab
- My Account Tab

## ***UNDERSTANDING GOOGLE ADWORDS STRUCTURE***

- AdWords Account
- Campaign Level
- AdGroups Level
- Access Management

## ***WORKING WITH KEYWORDS***

- Building Keyword Strategy
- Keyword Discovery and Keyword Research
- Keyword Discovery
- Keyword Research
- Demo for the Google Keyword Tool
- Focusing and Targeting Keywords
- Broad Match
- Phrase Match
- Exact Match
- Setting up Negative Keywords

### ***WRITING ADS IN GOOGLE ADWORDS***

- Writing Effective Ads in Google AdWords
- Call to Action
- Value Proposition
- Review of Google's Guidelines

## **DigitalTITA**

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