

DIGITAL MARKETING

Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process.

Website Creation

- Understanding about Internet, Websites, Domain, Web Server, Web Hosting etc.
- Planning of a website.
- HTML Basic.
- About CMS and creating website in Word press.

Search Engine Optimization

- What is SEO?
- What are search engines and their functions?
- Understanding traffic, keywords etc.
- On page optimization.
- Off page optimization.

PPC Advertising (Google Ad words)

- Understanding in organic search results.
- Introduction to Google Adwords & PPC advertising.
- Setting up Google Adwords account.
- Understanding Adwords account structure.
- Campaigns, Ad groups, Ads, Keywords, etc.
- Types of Advertising campaigns-Search, Display, Video.
- Difference between search & display campaign.

Social Media Marketing

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others
- Facebook Marketing
- LinkedIn Marketing

- Twitter Advertising

Google Analytics

- Introduction to Google analytics
- Understanding Google analytics account structure
- How to set up analytics account
- How to add analytics code in website
- How to setup goals
- Importance of funnels

Mobile Web Marketing

- Understanding Mobile Devices
- Fundamentals of Mobile marketing
- Advertising on mobile (App & Web)
- SMS marketing

Affiliates

- What is Affiliates
- How to join and Earn with Affiliates
- Top Indian and Worldwide Bloggers
- How to Earn Money with Blogging

Ecommerce Marketing

- What is Ecommerce?
- Top Ecommerce Website around the world
- Ecommerce scenario in India

Adsense & Blogging

- What is Adsense?
- How to get approved for Adsense?
- What is Blogging?
- How to Blog?
- Wordpress Themes and Plugins

Google Adword Certification

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

Work on Live Project