

DIGITAL MARKETING TRAINING

Digital Marketing Basics

- Basics of advertising
- What is Digital Media?
- Digital Media Vs. Traditional Media
- Benefits of Digital marketing
- Latest Digital marketing trends
- Digital media marketing platforms
- Digital Marketing strategy for websites
- Types of Websites and CMS Tools
- Ecommerce Website Development

Basics of Search Engine Optimization

- How the search engine works?
- Google Search Architecture
- Ranking methodology
- Understanding the SERP
- Search Operators
- Search Algorithm Updates
- Panda, Penguin, Humming Bird and Pigeon Update
- Latest search updates

Google Webmaster Tools

- What is Google Search Console
- Adding site and verification
- Setting Geo target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- Url parameters (Dynamic Sites only)

Keywords Research and Analysis

- Introduction to Keyword Research
- Business analysis process
- Practical case study
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Keyword generation ideas
- Competition Analysis
- Finalizing the Keywords List

WordPress CMS with HTML/CSS Basics

- Types of Websites
- Basics of HTML/CSS
- Why Word Press?
- Word Press Installation on Server
- Understanding the Dashboard
- Changing the default Settings
- Installing and customizing themes
- Content management in WP
- Creating categories, pages and posts
- Adding menu to site
- Adding widgets to site
- Installing useful plugins for site features
- SEO specific plugins

On-page Optimization

- What is On page Optimization
- Importance of On page Optimization
- Google website guidelines
- Fundamental On-page Factors
- Site speed analysis
- Importance of Domain Names

On page Optimization

- File name Optimization
- Static Vs. Dynamic File Optimization
- Url Parameters in GWT
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- Anchor Links Optimization
- Image Tag Optimization
- Creating HTML and XML sitemaps
- Robot.txt and its importance
- URL Redirecting Techniques [.htaccess]
- Custom 404 Error Page

Link Building Strategies

- Introduction to Offsite Optimization
- Submission to search engines
- Google Link Scheme guidelines
- Linking Building Methodology
- Types of Linking Methods
- Dofollow Vs. Nofollow Links
- Links Analysis Tools
- Business Directory Submissions
- Social Bookmarking
- Blog Linking, Internal Linking
- Using Classifieds for Inbound traffic
- Generating Links from QA sites
- Blogging and Guest Blogging
- Press Releases
- Social Media Links

- Local Business Listings
- Factors for Local Rankings
- Strategy for Local SEO

Penguin Update and Recovery Process

- Is your site hit with Update?
- Tools for generating link reports
- Disavow Tool

Reports and Management

- Website Position Analysis
- Website Monthly Reports
- Paid Tools for Reporting

Website Monetization

- How AdSense Works
- AdSense Guidelines
- Website ideas for online earning
- Understanding AdSense dashboard
- Different types of payment models
- Types of Ad Formats
- How to choose correct ad formats
- Custom Channels
- Block Ads / Categories
- Reporting and Analysis
- AdSense in YouTube
- Linking AdSense with Analytics

Google Analytics for SEO

- Installing Analytics in Site
- Generating Reports
- Audience, Traffic and Site Reports
- Goals and Conversions

SEO Examination + Live SEO Project

We will provide the live website for testing and implementing all the SEO concepts learned in the course.

SEARCH ENGINE MARKETING

Introduction to Search Engine Marketing

- o Benefits of Search Engine Marketing
- o Google AdWords
- o Facebook Ads
- o Advertising Strategies

Introduction to Google AdWords

- o Account Creation
- o Billing Types
- o AdWords Interface
- o Basic AdWords Terminology
- o Recent updates in AdWords
- o Account structure in AdWords
- o Limits in AdWords

Campaign Setup

- o Types of Campaigns
- o Search , Display, Shopping, Online Video
- o Location Settings and Advanced Settings
- o Language, Networks and Devices
- o Bidding Strategies
- o Budget Settings
- o Schedule: Start date, end date, ad scheduling
- o Ad delivery and Ad Rotation

AdGroup and Keywords Setup

- o Adgroups Structure
- o Example Adgroups
- o Keyword Match Types
- o Broad Match
- o Phrase Match
- o Exact Match
- o Negative Match
- o Broad Match Modifier
- o Keyword Planner
- o Keyword Research Process

Understanding AdWords Bidding

- o AdWords Auction
- o What is Ad Rank
- o What is Quality Score
- o Factors affecting QS
- o Actual CPC
- o Relation between QS and CPC
- o Types of Bidding
- o Bidding Strategies

Ad Format and Guidelines

- o Structure of Ad
- o Types of Ad Position
- o Character Limits
- o Landing Page Quality
- o Best and Worst Ads Examples
- o Guidelines for Ads Creation

Ad Extensions

- o Location
- o Site links
- o Call
- o App
- o Reviews
- o Call Extensions

Campaigns, Ad groups and Keywords Dashboard

- o Filters and Segments
- o Column Customization
- o Search Terms
- o Auction Insights
- o Keyword Reports
- o Automate Rules
- o Keyword Diagnosis
- o Dimensions Tab

Conversion Tracking

- o What is Conversion
- o Types of Conversions
- o Implementing Conversion Tracking
- o Conversion Reports
- o Practical Case Study
- o ROI Calculation

Display Ads / Remarketing / Mobile Marketing

- o Setting a Display Network Campaign
- o Concept of CPM and Branding
- o Types of Targeting
 - o Keyword Based
 - o Interest and Remarketing
 - o Topics
 - o Placements Targeting
 - o Demographics
- o Ad Formats for Display Network
- o Display Ad Builder
- o Display Planner Tool
- o Remarketing Campaign
- o Dynamic Remarketing
- o Mobile Apps Campaign
- o Mobile Ad Formats

Video Marketing

- o Importance of Video Marketing
- o Setting a Video Campaign
- o YouTube Targeting Methods
- o Bidding Types
- o Type of YouTube Ads
- o Reporting and Analysis

AdWords Exam Guidelines

- o AdWords Certification Exams
- o Exam Format and Pass Percentage
- o Sample Exam Questions
- o Interview Questions
- o Exam Guides in PDF

SOCIAL MEDIA MARKETING [SMM]

Introduction to Social Media

- What is Social Media Marketing?
- Difference between SMM & SMO
- Benefits of using Social Media
- Social Media Strategy
- Social Media Metrics in SEO

Facebook Marketing

- Facebook Account Setup
- Facebook Marketing Options
- Facebook Page Setup and Types of Pages
- Dimensions of Various FB Elements
- Facebook Page Management Options
- Facebook Content Strategy
- Types of Posts and Statistics
- Facebook Insights
- Generating user Engagement
- Implementing Facebook Share Button
- Implementing Facebook Like Box
- Facebook Groups
- Facebook Apps integration

Facebook Advertising

- Ads Manager
- Types of Facebook Campaigns
- Types of Bidding
- Audience Targeting Methods
- Practical Example
- Reporting

Twitter Marketing

- Benefits of Twitter
- Profile Creation and Management
- Design the Twitter Page
- Types of Tweets
- Content Strategy for Twitter
- #Hashtags and its uses.
- Twitter Analytics
- Twitter Promotions

Google+ Marketing

- Benefits of Google+ in SEO
- Creating Profile
- Managing Connections
- Creating Google+ Page
- Enable Authorship on Site
- Google+ Groups

LinkedIn Marketing

- Why us LinkedIn
- LinkedIn Strategy
- Creating a LinkedIn Profile
- Creating Company Page
- Improving Connections
- Improving Recommendations.

Other Social Networks

- Pinterest [Info Graphics Marketing]
- Stumble Upon
- Document Sharing Networks

Video Marketing using YouTube

- Why use Video Marketing
- Creating Account and Channel in YouTube
- Customizing the YouTube Channel
- Optimizing the Videos on YouTube
- Tips and Tricks for Promotion
- Video Marketing Strategy Examples
- YouTube Analytics
- Monetizing the YouTube Channel
- Famous YouTube Channel Examples

Email Marketing

- Importance of Email Marketing
- Popular Email Marketing Software' s
- Creating a Subscriber List
- Creating an Email Marketing Campaign
- Sending Newsletters.
- Measuring the Results

Online Reputation Management

- What is ORM
- Why we need ORM
- Case Studies of Brands
- Commons mistakes made by the website owners
- Impact of Negative SEO
- What we need to do in ORM
 - Monitor the Brand Mentions on Web
 - Customer Response and Feedback
 - Protect from Fake Profiles
 - Fake and Spam Blog Profiles
 - Negative SEO Attack
 - Negative Reviews
- Tools for ORM

Google Analytics In-depth

- Why use Analytics
- Tools for website analytics
- Installing Google Analytics
- SEO Reporting
- Adwords Reporting
- Social Media Reporting
- Website Reports
- Conversion Reporting
- Segmentation

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