

EMARKET EDUCATION

# DIGITAL MARKETING COURSE OUTLINE

You are now one step ahead to become an expert.



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# PPC COURSE OUTLINE

- Website Analysis | Site Auditing | Competitor Analysis
- Campaign Structuring & Campaign Naming Conventions
- Seed Keyword Analysis | Keyword Research & Expansion with Google Keyword Planner Tool
- Keyword Match Type
- Ad Copy Creation - Text | Banner Ads
- Ad Extensions
- Quality Score
- Account Set-Up & Conversion Tracking Codes
- Campaign Interface Explanation
- Search Campaign Creation - Practical
- Display Advertisement | Display vs Search Ads
- Display Advertisement - Part 2
- Remarketing Display Campaigns
- Video Campaign
- PPC Metrics | Q&As Discussion on PPC Metrics
- Optimization Steps
- Reporting
- Checklists & Best Practices
- Google Certification - Min 3 Modules

# SEO COURSE OUTLINE

## ABOUT SEARCH ENGINE

- Intro to Search Engine, functions & features
- Types of Search Engine & how Search Engine works
- SEO Search operators

## WEBSITE ANALYSIS

- Execute Website Analysis & Website Auditing
- Execute Competitor Analysis for Your Site

## KEYWORD ANALYSIS

- Understanding What is Keyword, types of Keyword and how to do Keyword Research
- Keyword research in coordination with client business objectives by considering the existing SEO reach, competitive benchmarking and cross-channel analysis
- Use of Google Keyword Planner Tool & other 3rd Party Free tools for Keyword Research

## CONTENT STRATEGY

- Learn to provide the keyword to page mapping, identify content gaps and suggestions in the form of content calendars for both on and off the site
- Google Indexation and process of implementation

## ON PAGE OPTIMIZATION

- Keyword & Content Strategy
- On site factors
- URL Structure, Website, Sub Domain & Sub Folders implementation for SEO success
- Schema Implementation
- Introduction to AMP pages
- HTTPS vs HTTP
- Internal linking
- Canonicals Tag
- Image Optimization
- Javascript, Css And Html For Seo
- Duplicate Issues
- Blog Strategy

## LATEST ALOGRITHM UPDATES & CHANGES

- Google Panda
- Google Penguin
- Hummingbird
- Google Pigeon
- Mobile Updates
- Rankbrain
- Possum
- Fred
- Any other recent updates

## SEO OFF-PAGE OPTIMIZATION

- What is OFF-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- Search Engine Submissions
- Business Listing
- Social Bookmarking
- Social Networking
- Guest Blogging
- Do's and Dont's of link building
- Domain Authority & How to Increase

## LOCAL SEO & SEO PROJECT ESSENTIALS

- What is Local SEO?
- Google Places/Maps Optimization
- Citation / NAP
- Monitoring SEO Process

## SEO PERFORMANCE METRICS & REPORTING

- Different SEO Metrics for Performance Analysis?
- Regular SEO Reporting template format for Client's Weekly & Monthly Reporting
- Get guidance in preparing periodic reports (weekly /monthly/ quarterly, as appropriate to the project) that surface important trends and campaign progress in relevant KPIs, using properly formatted charts, tables, and narratives as appropriate.

## SEO GOOGLE WEBMASTERS

- What is Google Webmaster? Benefits og Google Webmaster? How to Set-up Google Webmaster account for a site?
- Learn to monitor and administer Google webmaster dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals

## SEO 3RD PARTY ANALYSIS TOOLS

- Screaming Frog
- SEMRush

## SEO REPORTING

## SEO STRATEGIC PLAN

# SOCIAL MEDIA MARKETING

- Introduction to Social Media + Blogs
- Latest Trends & Stats in Social Media along with Success Stories
- Social Media Algorithm
- Facebook Page Creation
- Facebook Page Setting & Customization
- Facebook Algorithm
- Canva Tool & various Creative Creation Tools & How to Create GIFs

## FACEBOOK ORGANIC STRATEGY

Type of Posts

Tagging of Videos

Live Video Strategy

Different Ad Formats

Sharing in Groups Strategy

Creating Groups

- Introduction to Facebook Sponsored Ads
- Complete Coverage of all the Manage Ad console of Facebook
- Creating a Sponsored Ad in Facebook
- Facebook Pixel & Re-Targeting
- Facebook Canvas
- Facebook Analytics & Reporting

- Introduction to Instagram & its Various Features
- Instagram Ads & Analytics
- Social Media Reporting
- Social Media 3rd Party Tools





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