



**ADVANCED DIGITAL MARKETING**

**TRAINING**



**CURRICULUM**

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# Digital Marketing Syllabus

- What is Digital Marketing?
- Online Vs Offline Marketing
- Digital Marketing Channels
- Example of Successful Digital Marketing Campaigns

## 1. Website Planning and Creation

- What is Website?- Understanding website Structure
- What is hosting and Domain?
- Hosting Terminologies
- Things to look for in a hosting provider
- Purchase a hosting
- Html structure
- Installing SSL Certificate WordPress Tutorial
- What is WordPress and Why You Should Use It?
- Installing WordPress On Your Hosting
- Creating Pages and Posts
- Choosing WordPress Theme
- Installing WordPress Plugins
- Why You Should Optimise your website for speed on Google?
- How to attain Perfect Score on Google Website Speed Test

## 2. **SEARCH ENGINE OPTIMIZATION (SEO)**

### What is On-Page Optimization?

- Keyword Research with Google Keyword Planner.
- How to select a Domain Name?
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags- Description, keyword, title
- Anchor Text, Link Title, Headings Tags{H1 to H6}
- Robots.text
- file use and creation HTML Sitemap creation
- XML Site Map Creation
- Canonical tag
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- How to create your Website, Site Structure, URL Structure, Content, Conversions.

### What is OFF-Page Optimization?

- What are Backlinks?
- Why Backlinks are Important? How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank? How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions ,Social Bookmarking , Social Networking ,RSS Feeds
- Link Building vs Link Earning
- Link Metrics, Link Juice ,DA, PA
- 15 Ways of Link Earning Techniques

# Technical SEO

- pagespeed
- server side
- programming languages
- scripts

# Search Engine Algorithms

- What are Search Engine's Algorithms? How Algorithms Work?
- Why a Search Engine needs to update its Algorithms?
- SearchEngine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- What is Google Panda Algorithm?
- What is Google Penguin Algorithm?
- SEO Audit, SEO Plan, Competitive Analysis

# Top SEO Tools

- Google keyword planner - for keyword Research
- Google webmaster tool
- Yoast - For wordpress website
- Ahrefs
- Woorank
- LRT
- Spyfu
- Semrush
- ALEXA

### **3. GOOGLE ADS / SEARCH ENGINE MARKETING**

- Google Ads Account Setup
- Google Ads DashBoard and Account structure
- Campaign structure
- PPC Definition & how it functions
- Important Terms - Quality Score, Conversion Rate, Impression, CTR, Ad rank
- Targeting and audiences, different Ad extensions
- Bidding and Budget
- Understand bidding strategy
- campaign type - search, display, video, shopping ads
- Ad writing Techniques
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates, Targeted ads & relevant landing pages
- Remarketing Using Google Ads
- Ad Preview tool

### **4. WEB ANALYTIC / Google Tag Manager**

- Getting Started With Google Analytics
- How Google Analytics works?
- Accounts, profiles and users navigation
- The main sections of Google Analytics reports
- Sessions, Users, Traffic Source, Real Time Visitors, Bounce Rate
- understanding Google tag manager
- benefits of GTM
- Tags, Variables, Triggers

## **5. SOCIAL MEDIA MARKETING**

### **i. Youtube Marketing**

- Setting Up Youtube Channel
- Keyword Research For Youtube
- Recommended Equipment For Youtube Vloggers
- Tools To Get Your More Subscribers
- Youtube Ad Formats
- Youtube Ad Campaign Creation
- Youtube Analytics
- Youtube Marketing Best Tips

### **ii. Facebook & Instagram Marketing**

- Setting Up A Page For Your Business
- Creating A Professional Cover Pics
- Setting Up Tabs On Facebook Page
- Adding Custom Buttons To Facebook Page
- Sources To Find Free Content For Your Facebook Page
- Introduction To Facebook Ads
- How Facebook Ads Work
- Campaigns, Ad Groups And Ads
- Facebook User Psychology
- Different Types Of Facebook Campaigns
- Setting Up Tracking For FacebookAds
- Facebook Ad Targeting Remarketing With Facebook Ads
- Audience Types - Custom Audience
- Audience Types - Lookalike Audience
- Creating Videos For Video Ads
- Facebook Analytics

## **6. EMAIL MARKETING**

- Introduction to Email Marketing
- How Email Marketing Works
- Building an Email List
- Creating Email Content
- Optimising Email Campaign
- Learning Tools Like Mailchimp, AWeber
- Collecting Emails From Your Subscribers
- Setting Up Automated Email Campaigns Using Mailchimp

## **7. DESIGN AND VIDEO CREATION**

- Different Tools for Design Creation
- creating Banner
- ImagesTools like canva , photoshop ,Poster My wall

## **8. BLOGGING & AFFILIATE MARKETING, GOOGLE MY BUSINESS**

- Blogging Introduction
- Earnings Of Top Bloggers In India
- Choosing A Topic For Blogging
- Set up Affiliate Account and Earn Money From That
- How To Promote Affiliate links
- funnel creation
- How to Generate link
- Cookies model
- Bulk SMS and Services
- Google my Business account setup for shops, Restaurants, Hotels etc.

## **9. INTERVIEW PREPARATION**

- Writing A Resume That Gets You Jobs How To
- Dress For Your Interviews
- How to prepare for your interviews Attend
- Mock Interviews

## **10. CERTIFICATIONS INCLUDED**

- Google Search Certification
- Google Display Certification
- Google Video Certification
- Google Shopping Certification Google Analytics Certification
- Google Ads Measurement Certification
- HubSpot Content Marketing Certification
- HubSpot Email Marketing Certification SEMrush
- Professional Certificate By [digitalspace.guru](https://digitalspace.guru)