

We are not limited to any course content, digital marketing is so broad and it's not easy to put everything in training syllabus and brochure. We are not here to just complete the course, if you have eager to learn we have eager to teach everything you need. So you can discuss and learn extra topics related to digital marketing. So we are not list out everything you will learn, we have just write down the overview of things we will cover in advanced digital marketing programs.

### Overview of Digital Marketing

- Marketing and it's requirements.
- Digital Marketing and it's need.
- Digital marketing over traditional marketing (Benefits of Digital Marketing).
- Digital Marketing Techniques
- Top Digital Marketing Platforms.

### SEO Course Content

- Basics of seo and its requirements.
- What are search engines?
- How search engines works.
- Domain Research and selection guide.
- Keyword research and Analysis
- Making Keyword research sheet.
- Strategy and competitor analysis.
- SEO project road map creation.
- Site Structure improvements in SEO.
- Webmaster and Other tracking software integration guide.
- Schema and rich snippet overview.
- Dynamic SEO.
- Complete On-Page Optimization.
- Rich Media Content Creation and Implementation.
- Complete Off page Optimization.
- Working With Relevancy, DA and PA
- Internal and Inbound Link Building.
- White, gray and Black hat seo guide.
- Content marketing for search engine optimization.
- Google Span Protection Guide.
- Search Engine Algorithms and their upgrades.
- Panda, Penguin and hummingbird recovery guide.
- Advanced SEO Terms (Pig Stacking, Doubling Effects and Search spam).

- SEO Tools Working Guide(Alexa Tool, Moz, Crazy Egg )
- Google Knowledge Graph

### CONTENT FOR Google AdWords TRAINING

- Introduction to Pay Per Click
- PPC basic fundamentals.
- What is Pay per Click (PPC) Marketing
- Importance & Benefits of PPC
- Other Pay-Per-Click Providers
- Major Pay per Click Search Engines
- (Google Adwords , Bing/Yahoo PPC )
- PPC campaign Navigation
- What to do and don't guide for avoid mistakes.
- How to research keywords for PPC?
- Target keywords and their Importance.
- Selection of relevant and targeted Keywords.
- Analyze Competitors keywords
- Find Keywords popularity and their Search Volume.
- Proper categorization of Keywords in Ad groups.
- Keywords research tools and resources for PPC.
- How to Set-up PPC Campaign
- Create Effective Ad copy and Ad groups
- Choosing effective and unique Ads title
- Appropriate title, description, display and destination URL.
- PPC campaign Navigation.

- How to use My Client Center (MCC) Account.
- What are Impression, Conversion, and Cost?
- How to increase CTR and Conversion Rate.
- Tracking Code and its implementation.
- Improvement Return on Investment (ROI).
- Study with others successful running ads.
- Competitor analysis and measurements.
- Introduction to bid managements.
- Quality score and its effect on bid rate.
- Understanding of Quality Score.
- How to Increase Position on Search?
- Bid effect on Ad position.
- Understanding Competitor Bidding.
- Define Bid for Each Keywords and Bid Management
- Right selection of bidding techniques.
- Google Adwords Tool
- Google Adword Editor
- Keywords Spy
- What are Landing Pages and their Importance?
- Understand difference between Ads and Landing Pages.
- How to optimize your landing pages.
- Display Ads creation and optimization
- Running Mobile Ads using AdWords

## Social Media Optimization and creation

- Facebook page creation
- Facebook group creation
- Post optimization
- Increasing page likes and engagement with Facebook audience.
- Facebook ads creation and optimization.
- Complete Facebook Analytics guide.
- Facebook Algorithm
- Twitter guide for business profile
- Twitter follower buildup and tweeting techniques.
- Twitter analytics guide.
- Twitter ads creation
- LinkedIn.

## Ecommerce Marketing

- Build ecommerce strategy
- Organic optimization strategy
- Paid advertising for ecommerce
- Ecommerce content marketing

## Affiliate Marketing

- What is affiliate marketing?
- Affiliate marketing for digital product selling sites.
- Earning with affiliate marketing
- Top national and international affiliate marketing platform.
- How to receive affiliate commission payment to Indian bank account.
- Affiliate link tracking
- Content marketing guide for Affiliate products.

## Blogging and AdSense

- Learn what is blogging
- Blogging with Word Press websites
- Learn everything basic and advanced things used in professional blogging.
- What is AdSense and how it works.
- Choosing high paid niche for Google AdSense.
- Google AdSense terms for India webmasters.

- How to get approved your websites with Google AdSense.
- Ads placement tips for increase revenue.
- How to get approved for search ads and other Google products.
- How to receive AdSense payment into bank account.

### Online Bidding and freelancing guide

- Basics of freelancing platforms.
- Introduction to Top freelancing platform like UpWork, Elance and PPH.
- How to create 100% effective profile.
- How to set your hourly prices.
- How to take exam for freelancing platforms.
- Creating company profile.
- Bidding techniques to attract more clients and win projects.
- Creating cover letter and all necessary things related to online bidding.

### Server and FTP basics guide

- Overview of webhosting guide
- Security discussion of FTP servers
- Uploading and downloading files using ftp servers.

### Google Partners guide for AdWords and Analytics

- Basic Guide for Google Partner programs and its benefits.
- How to affiliate Digital Marketing agency with Google Partners program.
- Benefits of Google Partners programs.