

# Advanced Digital Marketing Course Syllabus

**Search Engine Optimization (SEO)** – Learn how to bring website top listed in SERPs.

## On-page SEO

- **Keyword Research** : Finding the keywords for web pages using Google Keyword Planner Tool.
- **HTML Basics**: Basic HTML Tags to create a web page HTML Tags for SEO: Title, H1, META Tags, IMG, A Href.
- **Meta Tag Optimization**: Meta Title, H1, Meta Description, Keyword Usage.
- **Sitemaps**: XML and HTML
- **Robots.txt** : Standard Exclusion Protocol
- **Content** : Creating SEO-based content
- **Content optimization**
- **Internal linking**
- **URL Architecture**
- **Page Speed Analysis**: (GTMetrix / Pingdom / Google Page Speed Insights)
- **301 Redirects**
- **Mobile SEO** : App Store Optimization
- **Mobile Websites** : Responsive, Adaptive, Dynamic
- **SEO Audits**: Complete SEO Audit with Checklist
- **Backlink Audit**
- **Page Speed Audit**: Pagespeed Audit with GTMetrix / Google Pagespeed Insights
- **History of Google Algorithms**: Panda, Penguin, Pigeon, RankBrain, Hummingbird, Fred, Possum.

## Off-page SEO

- **Link Building** : Link Building Tactics
- **What is Domain Authority**
- **How to increase Domain Authority**
- **Do Follow & No Follow**
- **Search Engine Submission**
- **Forum Submission**
- **Profile Creation**
- **Q&A**
- **Directory Submission**

- **Social Bookmarking**
- **Blog Commenting**
- **Image Sharing**
- **Video Sharing**
- **Classified Ads**
- **Ping Submission**

## **Content marketing**

- **Press Release**
- **PDF Submission**
- **Article Submission**
- **Web 2.0**
- **PPT Sharing**

## **Search Console: Webmaster Tools**

**Search Engine Marketing** – Learn how to effectively run search ads in Google and Bing Search Engines.

- **All about Keywords**
- **Keyword Research**
- **How Does the SEM Auction Work?**
- **Google AdWords Campaign Creation**
- **Search Advertising**
- **Display Advertising**
- **Video Advertising**
- **App Advertising**
- **Mobile-Specific Campaigns**
- **Reports**

**Social Media Marketing (SMM)** – Learn how to build brand awareness, generating leads on Social Media like Facebook, Twitter, LinkedIn etc.

- **What is Facebook Marketing**
- **Marketing on Instagram**
- **LinkedIn as a Marketing Platform**
- **Twitter Marketing**

**Inbound Marketing** – Learn how to convert customers by earning their trust through content marketing.

- **Various Ways to Build Reach Through Digital Marketing**
- **Attracting your potential customers**
- **Conversion Optimization**

**ORM (Online Reputation Management)** - Learn How build reputation for a business.

- **What is online reputation management?**
- **Why online reputation management is need for Business**
- **How to create positive brand image online**
- **Step by step guide to overcome negative online reputation**
- **Understanding tools for monitoring online reputation**

**Web Analytics** – Learn how to make business decisions from the KPI metrics.

- **Google Analytics**
- **Getting Started With Google Analytics**
- **The Main Sections of Google Analytics Reports**
- **Traffic Sources**
- **Visitors Analysis**
- **Unique Visitors**
- **Technical Reports**

**Social media analytics** - Facebook Insights , Twitter Analytics , YouTube Analytics, Social Ad Analytics /ROI Measurement.