



Eduva Tech

DIGITAL MARKETING

SYLLABUS

Prepared For :

Eduva Tech

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Course Outline

DIGITAL MARKETING

- Overview of digital marketing
- What is marketing & digital marketing?
- Understanding marketing & digital marketing process?
- Website Creation
- Understanding about internet, Website, domain, Web server, Web hosting etc.
- Planning of a website
- HTML Basic
- About CMS & creating website in wordpress



SEARCH ENGINE OPTIMIZATION (SEO)

- What is SEO?
- What are search engines & their functions?
- Understanding traffic , keywords etc.
- On-page Optimization
- On-page SEO
- What is onpage SEO?
- Keyword Research with google keyword planner
- Domain Selection & URL Structuring
- Head Section Optimization
- Meta Tag optimization
- Redirection Tags
- SEO Friendly Content Writing
- Heading Optimization
- Keyword Density, Spamming Stuffing
- LSI (Latent Semantic Indexing)
- Image optimization
- Video Marketing
- Robots File Creation
- Sitemap Creation & Submission (HTML & XML)
- Website Tracking Tools (Google Analytics, Google Webmaster Tools)



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- Off-Page SEO
- What is OFF page SEO?
- Why offpage is important
- What are backlinks?
- Backlinks creation methods
- Difference between do follow & no follow backlinks
- What is google page rank
- How to increase google page rank
- Web directory submissions
- Social bookmarking
- Article writing & submission
- Press release writing & submission
- Comment Blogging
- Classifieds Postings
- Forum Posting
- Link Exchange (one way, two way & three way)
- Search engine submissions
- RSS FEEDS

LOCAL SEO

- Google Business listing (Google Maps)





PPC ADVERTISING (GOOGLE ADWORDS)

- Understanding in organic search results
- Introduction to google adwords & PPC Advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up google adwords account
- Understanding adwords account structure
- Campaigns, adgroups, Ads, keywords, etc.
- Types of Advertising Campaigns search, display, video
- Difference between search & display campaign
- How does adwords rank ads
- Understanding adwords algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important what is CTR?
- Why CTR is important Understanding Bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- Understanding keywords
- Finding Relevant keywords
- Adding keywords in ad-group using



PPC ADVERTISING (GOOGLE ADWORDS)

- Keyword planner tool
- Understanding types of keywords
- Board, Phrase, Exact, Synonym & Negative
- Example of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads creation ads
- Tracking performance/conversion
- What is conversion tracking why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing search campaigns remarketing

SOCIAL MEDIA MARKETING

- What is social media?
- Understanding the existing social media
- Paradigms & psychology
- How social media marketing is different than others



FACEBOOK MARKETING

- Understanding facebook marketing practical session
- Creating facebook page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of facebook advertising
- Best practices for facebook advertising
- Targeting in ad campaign
- Creating facebook advertising campaign
- Payment module-CPC vs CPMCPA
- Setting up Conversion tracking
- Using power editor tool for adv.

LINKEDIN MARKETING

- What is linkedin
- Understanding linkedin
- Company profile vs individual
- Profiles (Difference between individual and company profiles)
- Understanding linkedin Groups (Manage Linkedin groups)
- How to do marketing on linkedin groups
- Linkedin advertising & its best practices
- Increase ROI from linkedin ads
- Linkedin publishing
- Company pages



TWITTER ADVERTISING

- Understanding twitter
- Tools to listen & measure influence on twitter
- Tweetdeck, klout, peerindex
- How to do marketing on twitter
- Black hat techniques of twitter
- Marketing
- Advertising on twitter
- Creating campaigns
- Types of ads
- Tools of twitter marketing

VIDEO MARKETING

- Understanding video campaigns
- Creating 1st video campaigns
- Importance of video marketing
- Benefits of video marketing
- Using youtube for business
- Developing youtube video for marketing strategy
- Get traffic through youtube channel/video to your website
- Creating video adgroup
- Targeting options
- Understanding bid strategies



GOOGLE ANALYTICS

- Introduction to google analytics
- How google analytics works
- Understanding google analytics account structure
- Understanding google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals & conversion how to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate how to reduce bounce rate
- How to setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring Traffic behaviour
- Taking corrective actions if required



MOBILE WEB MARKETING

- Mobile web marketing
- Understanding Mobile Devices
- Mobile marketing and social media
- Mobile marketing measurement & analytics
- Fundamental of mobile marketing
- App store optimization
- Creating mobile website through wordpress
- Advertising on mobile (App & Web)
- Targeting ads on Apps Targeting via location
- Targeting ads on search engine
- Content marketing on mobile
- Mobile strategy –segmentations option targeting and difference SMS Marketing

ONLINE REPUTATION MANAGEMENT (ORM)

- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by Step Guide to overcome nagtive online reputation
- Best examples of online reputation management



ADSENSE & BLOGGING

- What is adsense
- How to get approved for adsense
- Cool trck to get adsense approved by google
- Using your adsense account interface placing ads on your blog
- Creating blogs with our free theme
- What is blogging
- How to blog
- What is wordpress & how to create with wordpress
- Wordpress themes & plugins

AFFILIATES

- What is affiliates
- How to join & earn with affiliates
- Top Indian & worldwide bloggers
- How to earn money with blogging

ECOMMERCE MARKETING

- What is ecommerce
- Top ecommerce website around the world
- Ecommerce scenario in india
- How to do SEO of an Ecommerce website
- Why u need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Ecommerce business
- Case studies on Ecommerce website



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ASO (APP STORE OPTIMIZATION)

- What is appstore optimization
- Keyword optimization
- Tracking keywords
- Use of keywords in apps
- Use of app icon
- Conversion rate optimization
- Keyword research tools
- Keywords placement



**ONLINE
TRAINING**