

DIGITAL MARKETING

(Full Syllabus)

What You Will Learn ?

Digital Marketing Syllabus



1.0 WordPress Development

- 1.01 Best Domain Practices
- 1.02 Domain Purchase
- 1.03 Domain Pointing
- 1.04 Hosting Purchase
- 1.05 Wordpress Installation
- 1.06 Creating engaging, conversion-focused landing pages for campaigns.
- 1.07 Creating Single Page Website with menu anchoring
- 1.08 Create Multi page Portfolio websites for you / Your business.
- 1.09 Chat button integration.
- 1.10 Manual migration method.
- 1.11 Malware removal using wordfence
- 1.12 Block Brutforce hacking by limiting login access
- 1.13 Create Responsive Popups
- 1.14 Create and configure conversion friendly data collection forms
- 1.15 Easy to use Backup and Restore using AIO
- 1.16 Learn How to import and edit premade site Demos using Astra

2.0 Search Engine Optimisation (SEO)

- 2.01 Introduction to SEO
- 2.02 SEO (What, Why, Types)
- 2.03 Keyword Research and Analysis
- 2.04 SEO audit
- 2.05 SEO algorithms

3.0 On-Page SEO

- 3.01 Rankmath & Yoast SEO
- 3.02 Meta \OGP Tags
- 3.03 URL optimization
- 3.04 Integration - GA,GSC,TM
- 3.04 Sitemap
- 3.05 Robots.txt
- 3.06 SEO content format
- 3.07 SEO optimized Website Framework
- 3.08 Structured data/ Schema
- 3.09 Mobile SEO techniques
- 3.10 How to perform site speed optimization.
- 3.11 Backlink, Ref domain, etc basics
- 3.12 Local SEO - GMB, Etc
- 3.14 Ecommerce SEO
- 3.15 SEO Audit
- 3.16 SEO Roadmap
- 3.17 Algorithms
- 3.18 HTML SEO



4.0 OFF- PAGE SEO

- 4.01 What are backlinks?
- 4.02 Why Are Backlinks Important?
- 4.03 How does backlinks work?
- 4.04 How to Monitor and analyze the backlink profile?
- 4.05 What Types of Backlinks are Valuable?
- 4.06 Which backlinks should be avoided?
- 4.07 Find out what anchor text is and why it's crucial in link building
- 4.08 Do follow and no follow backlinks
- 4.08 Differnt Types of Backlinks
- 4.09 Quora Backlink Strategy
- 4.10 Pinterest Backlink Strategy
- 4.11 Medium backlink strategy
- 4.12 Advanced link building strategies

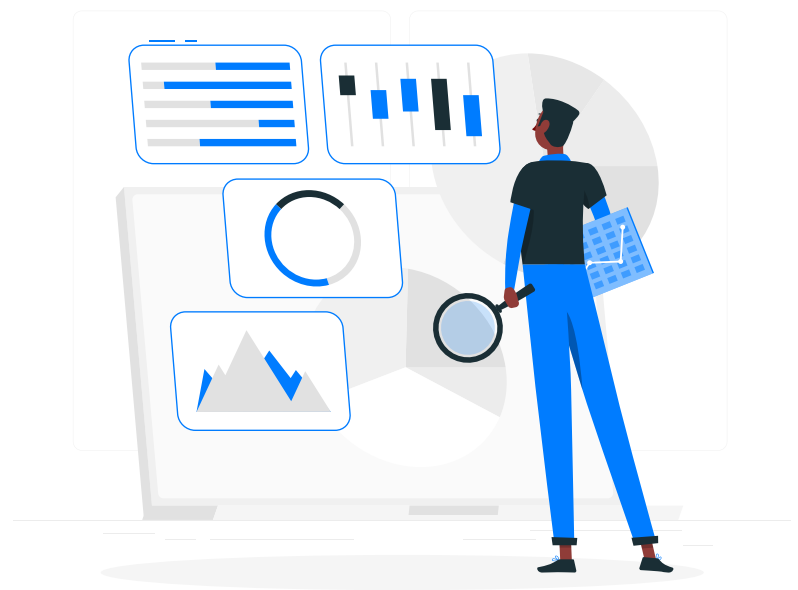
5.0 Content Marketing

- 5.01 Introduction to Content Marketing Ecosystem
- 5.02 Content marketing strategy(case studies)
- 5.03 How to Develop a Content Marketing Strategy
- 5.04 Segmentation of Target audience
- 5.05 Creating a buyer persona
- 5.06 A real-time example of buyer persona segmentation
- 5.07 Content Calendar and how to choose a channel for marketing?
- 5.08 Types of content, Business storytelling

- 5.10 Measuring and analyzing content marketing strategy.
- 5.11 How to create a meta description for your business, writing psychology.
- 5.12 Ultimate Landing Page wireframe work, marketing psychology.

6.0 Google Analytics

- 6.01 Introduction to GA4
- 6.02 GA4 Integration
- 6.03 Demo Account
- 6.04 Reports
- 6.05 Linking Google ads and google search console
- 6.06 Audience
- 6.07 Exploration Reports
- 6.08 Advertising Reports
- 6.09 Campaign Tracking
- 6.10 Insights
- 6.11 Events
- 6.12 Conversions
- 6.13 Advanced Features



7.0 Graphic Designing (Canva)

- 7.01 Introduction to graphic design & Canva
- 7.02 Fundamentals of Graphic Design
- 7.03 Social media posters and banners
- 7.04 Logo design
- 7.05 Carousel posts
- 7.06 Printable Materials
- 7.07 Image editing
- 7.08 Video editing
- 7.09 Motion design
- 7.10 Portfolio

8.0 Social Media Marketing

- 8.01 Introduction to SMM
- 8.02 Introduction to Facebook
- 8.03 Difference between Profile, Page, Group
- 8.04 How to create a page
- 8.05 How get or give access to a page
- 8.06 What is page building
- 8.07 Introduction to Instagram
- 8.08 How to connect page and Instagram
- 8.09 Meta Ads Manager
- 8.10 Learning different types of campaign objectives
- 8.11 Introduction to Business Manager
- 8.12 Introduction to Meta Pixel

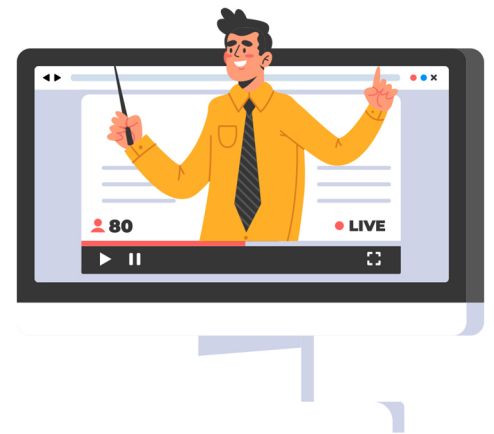


- 8.13 Pixel Event set-up Tool
- 8.14 Retargeting Methodologies
- 8.15 Introduction to LinkedIn Campaign Manager
- 8.16 LinkedIn Insight Tag Setup
- 8.17 Introduction to Twitter Ads
- 8.18 Introduction to Snapchat Ads
- 8.19 Introduction to Email Marketing
- 8.20 SMM tools

9.0 Google Ads

- 9.01 An Introduction to Google Ads
- 9.02 Goals and types of campaigns
- 9.04 Networks and Devices:
- 9.05 Ad delivery: Ad rotation, frequency capping
- 9.06 Ad Formats
- 9.07 Adwords Keyword Tool
- 9.08 Metrics Filters
- 9.09 Ad formats And Ad guidelines
- 9.10 Ad account dashboards
- 9.11 Search Campaign
- 9.12 Display ads
- 9.13 Shopping ads
- 9.14 Youtube ads

- 9.15 Local ads
- 9.16 Discovery ads
- 9.17 Smart campaigns
- 9.18 Campaign metrics
- 9.19 Keyword Research - tricks and strategies
- 9.20 Match Types
- 9.21 Ad copy creation
- 9.22 Ad Extensions
- 9.23 Ad placement
- 9.24 Merchant Center
- 9.25 Apps promotion
- 9.26 Concept of CPM and Branding
- 9.27 Manual Placements
- 9.28 Ad Ranking & Quality
- 9.29 Types of audience segments
- 9.30 Conversion Tracking
- 9.31 Create your Conversion Tracking Code
- 9.32 Bidding and Budget
- 9.33 Bid strategies
- 9.34 Campaign forecasting and execution
- 9.35 Video and YouTube Marketing, Part Establishing a Video Marketing Strategy
- 9.36 YouTube Advertising, Part Data, Metrics, and Analy
- 9.37 Remarketing campaigns
- 9.38 Ad Optimization



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