

Digital Marketing Course Syllabus

(SEO, SMO, SEM, SMM | Duration: 3 Months)

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Introduction

- What is Digital Marketing Course?
- Why Digital Marketing Required?
- Division of Digital Marketing

Website Planning & Creation

- Search engine (SEO) friendly website.
- Website Sitemap
- Website Contents

Website Optimization

- URL Optimization
- Meta Tags Optimization
- Keyword Optimization
- Content Optimization
- H1 to H6 Optimization
- Image Optimization
- Interlink Optimization
- External Link Optimization
- Page Load Speed Testing
- Logo Optimization
- Broken links and Navigation
- XML Sitemap Creations
- Page Extension

Website Launching

- Cpanel (Control Panel) and WHM (Web Host Manager)
- Website Deployment/Launching
- Website Database Configuration & Connection
- .htaccess file Introduction
- Website Server Errors

Google Tools

- Google Webmaster Tool
- Google AdWords
- Google AdSense
- Google Analytics
- Google My Business
- Google Developer / Console Tool

Google AdWords

- Google AdWords Introduction
- Creating Ad Campaigns
- Creating Ads Unit & Ads
- Creating Text Ads
- Creating Ad Groups
- Bidding Strategy for CPC
- Advertisement Daily/Monthly Budget
- Keywords selection
- Advertisement Target Location and Language
- Payment & Billing Management

Website/app Encryption

- Website Encryption
- Gzip Encryption
- SSL Certificate
- Other Encryption

Domain Registration / Hosting/Server

- What is Web Server
- Type of Web Servers
- Hosting Management
- Nameserver
- Domain Registration and Pointing Server
- Software for hosting server management

Backlink / Link Building

- What is Backlink?
- Backlink Creation
- Anchor Text and Keyword
- HTML Backlink format
- Link Building

Social Media Optimization

- Social media profile creation
- Generating backlink
- Sharing / Generate Post

Social Media Marketing

- Facebook Marketing
- YouTube Marketing
- LinkedIn Marketing
- Twitter Marketing
- Instagram Marketing
- Pinterest Marketing
- Others

Articles & Blogging

- Article and Blogs Writing
- Backlink Creation in Article & Blogs
- Blog Posting
- Backlink Creation in Blog Comments
- Blog Sharing in Social Media

Email Marketing

- Email Ads & Template
- Bulk Emailing

Mobile Marketing

- Bulk SMS
- Others

Affiliate Marketing

- Introduction
- Registration and activation
- API Implement
- Management

Web Analytics/Reports

- Website analytics
- SEO Reports
- Rank Checker
- Keyword Research
- Users Devices. Location, Times, Age, Browser, OS, IP address Reports

Advertising

- Google Advertising
- YouTube Advertising
- Facebook Advertising
- Video and Display Advertising
- Other Social Media or other Site Advertising