

PRAGATHI TECHNOLOGIES

BTM *** MARATHAHALLI *** KALYAN NAGAR

Digital Marketing Course Curriculum

DIGITAL MARKETING INTRODUCTION

- What is marketing?
- What is digital marketing?
- Understanding Marketing Process
- Why Digital Marketing wins over traditional Marketing?
- Understanding Digital Marketing Process

Website Planning & Creation:

- What is website?
- Understanding Domain, Hosting & Design
- Introduction to CMS
- What is WordPress?
- How to build a website using WordPress?
- Understanding themes, Plugins in WordPress
- How to integrate blog in WordPress
- Understanding website page builder tools
- What is .ht access
- Optimizing website for mobile/tab?
- Responsive Templates
- AMP
- Practical's on web development

Search Engine Marketing

- What is a Search Engine? History of Search engines and how it works
- Search Engine Result Page (SERP)

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- Different types and techniques in SEO
- Understanding TLD's, CCTLD's and subdomains
- Google Algorithm updates
- Understanding Importance of UI/UX in SEO
- What are keywords? Different types of keywords
- Google keyword planner tool and Keywords research process
- Understanding different SEO tools like MOZ, SEMRUSH, Google Analytics, Google trends, Google Page speed, Woorank, Alexa Rankng

On Page Optimization

- What is On-Page Optimization?
- Website Audits (Load time, Landing page size, Client / Server errors, HTML request/response)
- What are website Title & Meta tags?
- Header Tag Optimization
- Keyword Density & Keyword Frequency
- Website content Optimization
- Website & URL Structure Optimization
- Anchor Text and In-Link Optimization
- Image Optimization
- URL Canonicalization
- Robots and sitemap file creation
- Mobile Responsive Test
- Google Analytics setup
- 404 Page Creation
- Google Webmasters tool setup
- Schema Data
- Breadcrumbs

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- Website
- Competitor Analysis

Off Page Optimization

- What is Off page optimization
- Link Building and Importance of Link Building in SEO
- Local Business Listing
- High PR Directory Submission
- Image Submissions
- Google Places/Maps/Profile/Local Submissions Blog Submission / Commenting and Promotion Press Release Submission
- Social Bookmarking
- Article Submission
- Classified Submission
- RSS Feed/Atom creation
- Rich media Submissions
- Q&A Participation
- Forum Participation / Community Discussion Local Citations Listing
- Outdated Content Outreach
- Community Building
- Viral Engagement and Marketing
- Social Media Optimization
- Video Optimization & Promotion
- Document Creation & Promotion (PDF, PPT, DOC)

Local SEO:

- What is local SEO?

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- Creation of Google My Business
- Name, Address & Phone number (NAP)
- Customization of Google maps
- Review Management

Web Analytics

- Introduction to Analytics
- What is Google analytics and How Google analytics works
- Understanding Google analytics tracking code
- How to add analytics code in website
- ABC in Google Analytics
- Understanding goals and conversions
- Understanding bounce, bounce rate and exit rate and how to reduce bounce rate
- Importance of funnels
- How to set up funnels in goals
- How to setup goals
- Understanding different types of goals
- How to integrate adwords and analytics account and their benefits
- Measuring performance of marketing campaigns via Google analytics
- Monitoring traffic sources and traffic behavior

What is social media?

- Understanding Social Media
- Types of Social Media Platforms
- How social media marketing is different than others Forms of Internet marketing
- Understanding Facebook marketing
- Creating Facebook profile and business page

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- How to do marketing on Company page
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking
- What is LinkedIn?
- Company profile v/s Individual profiles in LinkedIn
- Understanding LinkedIn groups and how to do marketing on LinkedIn groups
- LinkedIn advertising & its best practices
- Increasing ROI from LinkedIn ads
- Using YouTube for business
- Developing YouTube video marketing Strategy
- Twitter Marketing
- Understanding Twitter
- How to do marketing on Twitter
- Twitter Cards
- Understanding Instagram Marketing

Content Marketing

- What is Content marketing?
- Introduction to content marketing
- Objective of content marketing
- How to write great compelling content
- Keyword research for content ideas

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- How to market your content?
- 10 ways to connect with online influencers
- Unique ways to write magnetic headlines

Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online

Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails and How to overcome?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Creating a broadcast email
- Tricks to land in inbox instead of spam folder
- What are auto responders? Setting up auto responders
- Top email marketing software's
- Improving ROI! with A/B Testing

Lead Generation:

- What is Lead Generation?

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- Why lead generation is important?
- Understanding lead generation for business
- Understanding landing pages
- Understanding thank-you page
- Landing page v/s website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise- Creating a landing page
- Types of landing pages
- Selecting landing pages after A/B testing
- Converting leads into sales

PPC Advertising Google Ads (SEM)

- Google Ads Overview
- Understanding inorganic search results
- Introduction to Google ads & PPC advertising
- Setting up Google ads account
- Understanding ads account structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding ads algorithm (ad-rank) in detail with examples
- What is quality score?
- Why quality score is important
- What is CTR?
- Why CTR is important?

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- Understanding bids
- Creating Search Campaigns, Display Campaigns, Creating Video Campaigns
- Online Display Advertising
- What is Google Remarketing?
- How Google Remarketing is useful for Business?
- How does Google Remarketing Works?
- Difference between Remarketing vs. Retargeting.
- What need to be aware of Google Remarketing to be successful?
- Steps to Setup a Google Ads Remarketing Campaign.
- Way to Create a Remarketing List in Google Ads

Ecommerce Marketing

What is ecommerce?

Top ecommerce websites around the world & it's scenario in India

Difference between E-Commerce software and Shopping Cart software

Payment Gateways, Merchant Accounts physical goods.

Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Fundamentals of mobile marketing
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location
- Mobile strategy-segmentations option targeting and differentiation

Affiliate Marketing

- What is affiliate marketing?

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- 3A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- What is adsense? = How to get approved for adsense? = Using your adsense account interface
- Placing ads on your blog and make you know the methods through which you will make money with adsense.

Digital Marketing Strategy & Reporting

- How to prepare Digital Marketing Strategy?
- Reporting Template creation
- Data generation and Graphs creation in Report
- Keyword positions, Leads and Traffic report

Online Reputation Management:

- ORM Introduction
 - What are the tools for ORM
 - How to manage brands' Online Reputation Management
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Duration: 40 days (Weekday Batch)

60 days (Weekend batch)