

Corporate Training of Digital Marketing

WHO SHOULD ATTEND DIGITAL MARKETING TRAINING

- Any fresher searching for a vocation in web based showcasing fields like SEO, PPC and SMO.
- Small and extensive entrepreneurs are searching for producing leads through the web.
- For little Entrepreneurs and new companies.
- Brand and Product Manager for their better online nearness.
- Professional blogger for expanding blog movement and mindfulness.
- Affiliate advertisers for drawing in more rush hour gridlock and expanding deals through their referrals.
- This course is advantageous for Students, Professionals, Business proprietors and individuals who are hoping to begin their new business.

This course is beneficial for Students, Professionals, Business owners and people who are looking to start their new business.

Course Benefit For Business Owners – We recommend this course for business owners who manage the small and big business. Because no one understands your business better than you do. If you are taking digital marketing services from other companies/agencies, they will provide you limited services. However, if you have sufficient understanding of this field, you can easily manage your team or work yourself reaching your potential customers throughout the web.

Course benefits For Students: - Students who are looking to build their career in digital marketing field have excellent opportunity to join Dream Company. This area has high pay scale as compared to web designing and development. There is a lack of skilled candidates who understands digital platforms and marketing well. It opens up various career avenues that can help you build your career in just a short period.

Course Benefits for Professionals: - If you are already working in this field, you may have an issue with the latest technology. In recent years, SEO, PPC and Social Media have completely changed due to innovations and new platforms. This course will help you to brush up your skills and learn how these techniques work. If you are working in offline marketing and looking to switch your career in online marketing, you can benefit a lot.

Course Benefits for Startup Business:- Course Benefits for Startup Business: -If you are looking to start your new business based on the web portal or based on the website, the understanding of the digital world is a must. After completing this course, you would be able to generate lots of leads quickly. Initially, you may generate leads and increase sales through paid advertising, and after few months, you may produce lots of leads through organic search results

Website Designing Basics

- HTML
 - HTML Basics
 - Web Page Basics: What is HTML, JavaScript,
 - CSS
 - Basic HTML Tags to create a web page
 - HTML Tags for SEO: Title, H1, META Tags,
 - IMG, A Href, Image Alt Tags, Title, Comments
- CSS
- Java Script
- J Query

Photoshop

- 5.1: What Is Photoshop?
- 5.2: Opening and Finding Images
- 5.3: Creating a New File
- 5.4: The Photoshop Screen
- 5.5: Menus and Keystroke Shortcuts
- 5.6: The Toolbox
- 5.7: Selections
- 5.8: Extracting regions of an image
- 5.9: Combining images (basic)
- 5.10: Introduction to layers
- 5.11: Layer styles
- 5.12: How to make Banner
- 5.13: Working with imported graphics
- 3. GIF Image Animator**
- 6.1: creating animated images
- 6.2: Understanding gif animation interface
- 6.3: Knowing Gif file format
- 6.4: Creating basic web banners
- 6.5: Creating web banners with effects
- 6.6: Creating animated web buttons

SEARCH ENGINE OPTIMIZATION (SEO)

Introduction to SEO
How Search Engines Work
Indexing & Crawling Basics
Optimizing Crawl Budget
Introduction of SEO
Organic Search vs. Paid Search Results
Anatomy of a Search Result (Search Snippet)
What is On-page SEO (Content, Architecture, HTML)
What is Off-page SEO / Link Building (Social, Content-based, PR)
Keyword Research
Finding Seed Keywords: Mind Map for Keyword Research

Off-page SEO
Link Building
What is Link Building
Link Building Tactics
Manual Link Building Process
Link Building Metrics
Social SEO
Quora
YouTube Video SEO
Slideshare, Scribd and other social channels for SEO
Local SEO
What is Local SEO, Pigeon Update
Google My Business, Bing Places
Local Pages on your website
Local listings / citations

<p>Using Wikipedia, Forums for Keyword Research Keyword Research Process - Identify SeedKeywords, Collect metrics, Map Keywords Google Keyword Planner Tool On-page SEO Title, H1, Meta Description, Keyword Usage Crawling: XML, HTML Sitemaps, Robots.txt Content Clusters (Creating SEO-based content) Negative on-page to avoid Technical SEO URL Architecture Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights) 301 Redirects Mobile SEO App Store Optimization Mobile Websites : Responsive, Adaptive, Dynamic Optimizing for Voice Search Schema Markups What is Schema & Why is it relevant to SEO. Schema Types - Micro, JSON-LD Common JSON Schema Tags - Organization, Website, Blog Posting, Local Business How Schema shows up in SERPs</p>	<p>SEMRush.com Backlink Backlink audit of one website How to audit backlinks of competitors and gain insights SEO Audit, Tools, Measurement SEO Audits What are SEO Audits. Different Types of SEO Audits. Complete SEO Audit with Checklist - Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit Google Search Console Algorithm Updates History of Google Algorithms Panda, Penguin, Pigeon, Caffeine updates RankBrain and the Future of SEO Measurement with Google Analytics Basics of Google Analytics SEO Metrics to Measure - On-page, Off-page, Technical SEO Reporting SEO Resources, Careers in SEO Basics of Google Analytics SEO Metrics to Measure - On-page, Off-page, Technical SEO Reporting</p>
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SEARCH ENGINE MARKETING (SEM)

<p>Introduction to SEM – Fundamentals & Case Studies What is SEM? Why Google AdWords? Where do Google ads show (networks, devices)? AdWords Terminologies How Does the SEM Auction Work? Structure of an AdWords Account Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific Campaign types, and when/why to use them. Creation of SN Campaign Ad Formats Ad Text Best Practices Ad Extensions All about Keywords Keyword Research Tool – Keyword Planner & Estimator Keyword Match types Landing Page</p>	<p>Bidding and Budget Optimizing the SN Campaign using the KW Planner, Match types, Ad Text best practices, etc. Google AdWords Campaign Creation Introduction to Google Display Network Display Campaigns – Targeting Options – including remarketing introduction Display Ad Formats Ad Gallery Tool Create two GDN Campaigns: One with Demographic, Topic, Interest and Placement Targeting. Second, with remarketing lists. Conversion Tracking – Set up process. Mobile-Specific Campaigns Mobile-specific Ad Campaigns Report Editor – Running different types of reports Optimization Strategies Account Audit Demo – Wordstream Account Audit Tool (or any other relevant free tools).</p>
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SOCIAL MEDIA MARKETING (SMM)

<p>Getting Started with Social Media Marketing Introduction to Social Media Facebook Marketing Creating Content for Facebook & Social Media</p>	<p>LinkedIn Premium LinkedIn Ads Twitter and Snapchat Marketing Twitter Marketing</p>
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<p>Why Content is the foundation of SMM Photoshop and content writing Images Size for each Platform</p> <p>Psychology of Social Sharing Building Content That is Inherently Shareable Tools for Content Creation Facebook Marketing What is Facebook Marketing? Facebook Page Best Practices KPIs to measure success Facebook Insights Facebook Business Manager How does Facebook Advertising Work? Facebook Ad Campaign Objectives Facebook Ad Targeting Facebook Shop Plan and structure your Facebook shop to manage and sell more products with Facebook.</p> <p>Instagram & LinkedIn Marketing Marketing on Instagram Optimizing your Instagram business profile Crafting an Instagram content strategy Best Practices Influencer Marketing on Instagram Analytics & Measurement Instagram Ads LinkedIn as a Marketing Platform LinkedIn for Personal Branding Brand Marketing on LinkedIn LinkedIn Company Pages LinkedIn Advanced Search</p>	<p>Twitter Marketing for Brand Awareness Twitter Ads Twitter Analytics Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist Snapchat for business Building a following Driving Engagement Analytics & Measurement Snapchat Marketing Pinterest Marketing & Creating a Successful Digital Marketing Strategy Pinterest Marketing Pinterest for business Marketing on Pinterest Best Practices Leveraging Rich Pins Analytics & Measurement SMM Tools Hootsuite Buffer Tweetdeck SproutSocial Crafting a Successful Social Media Strategy 10-step framework to crafting a successful SMM strategy Building Content That is Inherently Shareable Creating Content for multiple platforms Generating content ideas and building a plan Effective Content Distribution Evaluating success</p>
<p>Google Analytics And Webmaster Tools</p>	
<p>WEB ANALYTICS Getting Started With Google Analytics How Google Analytics Works? Accounts, Profiles and Users Navigation Google Analytics Basic Metrics The Main Sections of Google Analytics Reports -Traffic Sources -Direct, Referring, and Search Traffic -Campaigns</p>	<p>Webmaster Tools/ Search Console Getting Started with Search Console How its works How to add websites Reports Indexing Fetch as Google Sitemap</p>
<p>Email MARKETING</p>	
<ul style="list-style-type: none"> • Email Marketing Application • List Management – customer fields, visible fields, contact uploading • Suppression List of Email and Domains <p>Effective Email Content</p>	<p>Third Party Email Newsletters Viral Emails Event Triggered Emails House E-newsletters Resources to do situational analysis and progressive updates</p>

Conversation Relevance Incentives Timing Creative & Copy Attributes Customer Acquisition Strategies Rented List Emails Co-branded Emails	Complete Email Marketing Worksheet Email Contact Strategy Template Email Campaign Calculator Email Marketing Health Check Structuring Digital Marketing Team Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues
<ul style="list-style-type: none">• Open Source – Word press, OpenKart Integration and SEO• Database Marketing- SMS Campaigns	