

AGENCY BASED DIGITAL MARKETING TRAINING

45 DAYS OF INTENSIVE TRAINING

MODULES COVERED

- Introduction to Marketing
- Digital Marketing Overview
- Web Development Using CMS
- Search Engine Optimisation (Seo)
- Google Analytics
- Google Search Console
- Local Seo (GBP)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM / PPC)
- Youtube Marketing
- All Paid & Free tools in-depth explanation
- Google Chrome Extensions used for Digital Marketing



INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing ?
- Digital Marketing VS Traditional Marketing
- Importance of Digital Marketing for Businesses
- Career opportunities after Digital Marketing



WEB DEVELOPMENT USING CMS (WORDPRESS)

- Introduction to Domains
- What are the different types of domains
- What is Hosting ?
- Introduction to wordpress (CMS)
- Creating your first wordpress website
- Familiarising Wordpress Dashboard
- Introduction to Plugins
- Introduction to Themes



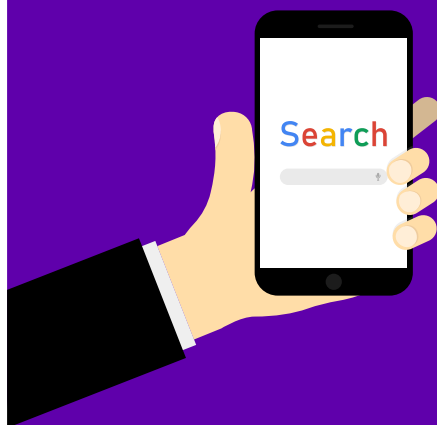
SEARCH ENGINE OPTIMISATION (SEO)

- What is Seo
- How Search Engine Works (Crawling & Indexing Explained)
- Google Algorithms & Updates
- What is Keyword Positioning
- Top 5 Seo Tools
- How to do Keyword Research using Keyword Planner
- On Page SEO
- OFF Page Seo
- Technical Seo
- Schema Markup
- Site Operators
- Sitemap.xml & Robots.txt
- Content optimization



LOCAL SEO (GOOGLE BUSINESS PROFILE)

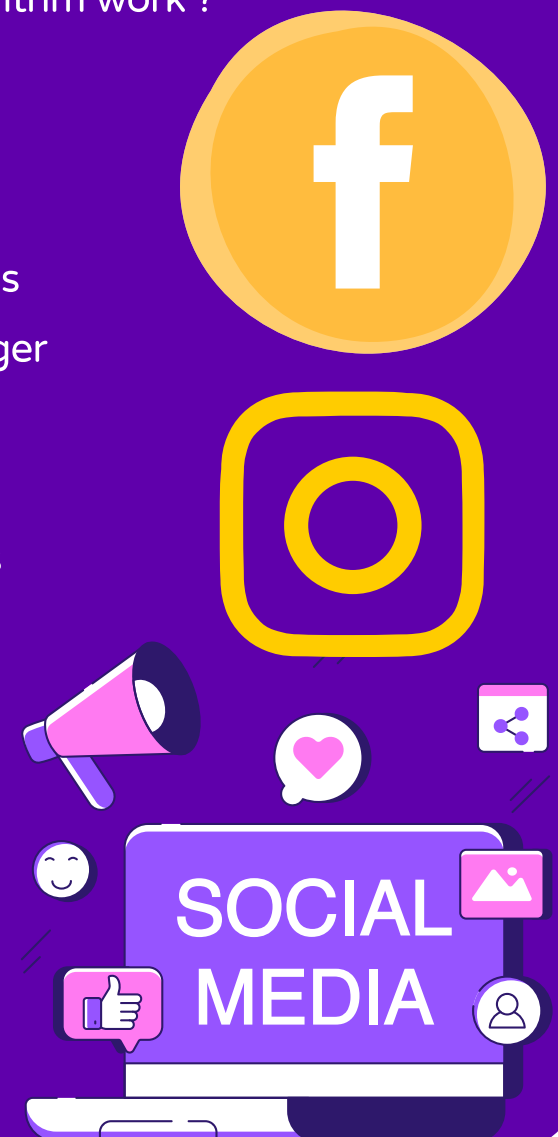
- Introduction to Google Business Profile
- How to Create Google Business Profile
- Setting up Google Business Profile
- Creating Services
- Creating Products
- Introduction to Post & Offers
- Types of Google Profile Suspensions
- How to Fix if your profiles gets suspended
- Google Business Profiles analytics



- **GOOGLE ANALYTICS**
- **GOOGLE SEARCH CONSOLE (WEBMASTER TOOLS)**

SOCIAL MEDIA MARKETING (SMM)

- Platforms Included (Facebook, Instagram)
- How does the social media platform algorithm work ?
- Pages vs Profiles
- How to set up a Page ?
- How to optimize a page ?
- Introduction to Facebook & Instagram Ads
- Introduction to Facebook business manager
- Introduction to Facebook ad account
- Ad Campaign Structure
- Overview of Ad Campaigns, Adsets & Ads
- Understanding Keyword Match Types
- Types of Ad formats
- Types of Ad Placements
- Creating Live Ad campaign
- Introduction to Pixel
- Retargeting techniques in facebook ads
- Introduction to CBO & ABO



SEARCH ENGINE MARKETING (SEM / GOOGLE ADS)

- Introduction to Google Adwords
- Understanding Google Adwords Structure
- Introduction to Metrics
- Introduction to Google Keyword Planner
- Overview of Campaigns, Ad account & Ads
- Overview of Different Types of Campaigns
- Overview of Different Types of Bidding Strategies
- Creating Live Campaign
- How to write Ad copies that Convert
- What is Quality Score & Importance of Quality Score
- Setting up google conversion tracking
- Remarketing





- **YOUTUBE VIDEO MARKETING**
- **RESUME PREPARATION GUIDANCE**
- **OPTIMISING LINKEDIN PROFILES**
- **INTERVIEW TIPS**

