Digital Marketing

The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers.

1. Introduction To Digital Marketing

What is Digital Marketing?

- Objectives
- Advantages

2. Search Engine Basics

- Introduction to Search Engines
- Different Search Engines
- How it works?
- Algorithms
- Spider, Crawling, Indexing & Caching

3. HTML Overview (Introduction)

4. Site Architecture

- What is Site Architecture?
- SEO Friendly Site Architecture
- SILO Structure

Creativity   Consistency   Expertise   Budget   Transparency

5.Search Engine Optimization

* What is SEO?
* What is Link Building?
* White Hat SEO
* Black Hat SEO

- Link farming
- Buying links
- Hidden content and links
- Keyword spamming/stuffing
- Article spinning
- Cloaking
- Use of the gateway and the mirror pages

6.Types Of Seo

6.1 Website Optimization (On-Page Seo)

- DOMAIN EMD (Exact Match Domain)
- Keyword Research, Proximity, Prominence, Density
- Content Optimization
- Content Duplicate Check and Fix
- Competitor Analysis
- Website Analysis
- Domain Authority
- Page Authority
- URL Structure

- ➤ Image and Alt Tag
- ➤ Heading Tags (H1 to H6)
- ➤ Title Tag
- ➤ Description Tag
- ➤ Internal Linking
- ➤ External Linking
- ➤ Page Loading Speed
- ➤ NoFollow Link
- ➤ DoFollow Link
- ➤ Canonical Tag
- ➤ .htaccess
- ➤ Robots.txt
- ➤ Sitemap (XML and Live Page)
- ➤ 404 Error Page Optimization
- ➤ Website Speed Optimization

6.2 Link Acquisition/Backlink Development (Off-Page Seo)

- ➤ Search Engine Submission
- ➤ Social Bookmarking
- ➤ Directory Submission

- Content Marketing
  - * Article Submission
  - * Document Submission
  - * Blog Creation and Submission
  - * PR/News
  - * Guest Post Publishing
- Video Submission
- Audio Submission
- PPT Submission
- Image/Infographic Submission
- Profile Creation
- Question/Answer Posting
- Classified
- Social Networking
- Local Listing
- Link Exchange
- Blog Commenting
- Forum Posting
- RSS / ATOM / OPML / XML
- Link Juice
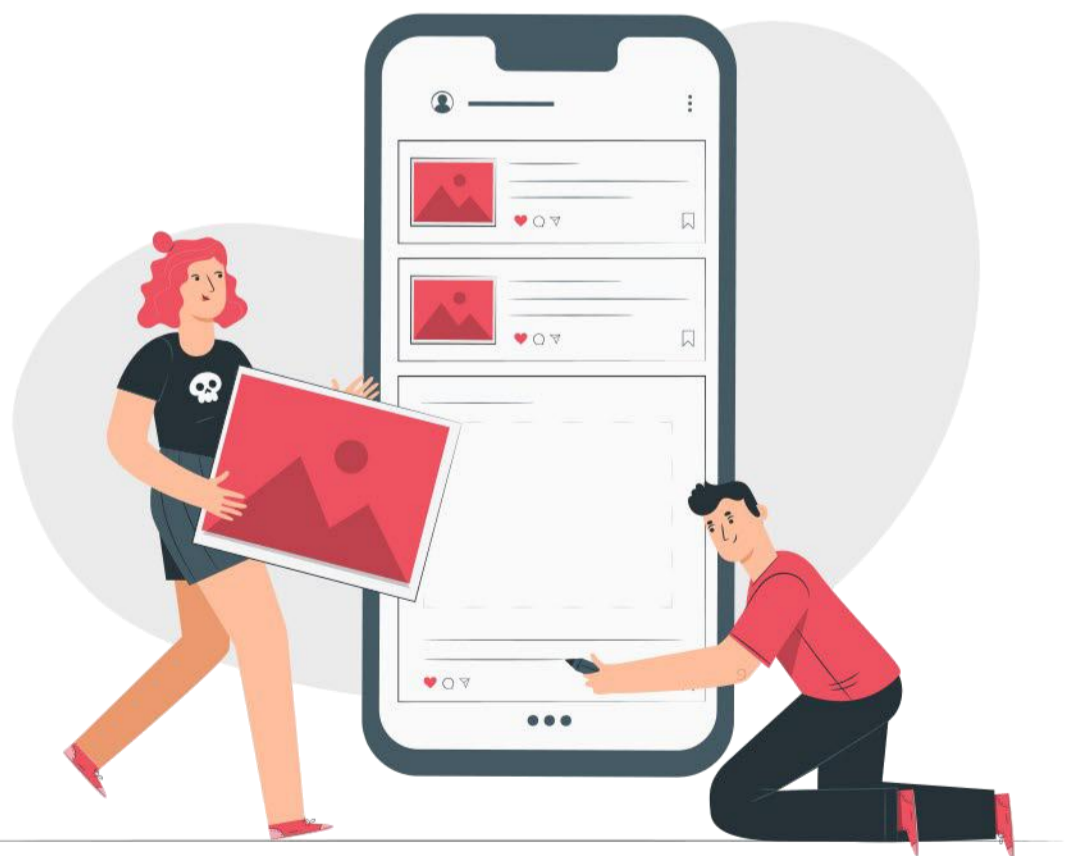
7. Technical Seo

- Google Lighthouse
- Crawl Errors
- Fix Broken Links
- 301 URL Redirection
- HTTPS Protocol
- Mobile Friendliness
- JavaScript Minify (Intro)
- CSS Optimization/Minify (Intr
- Schemas
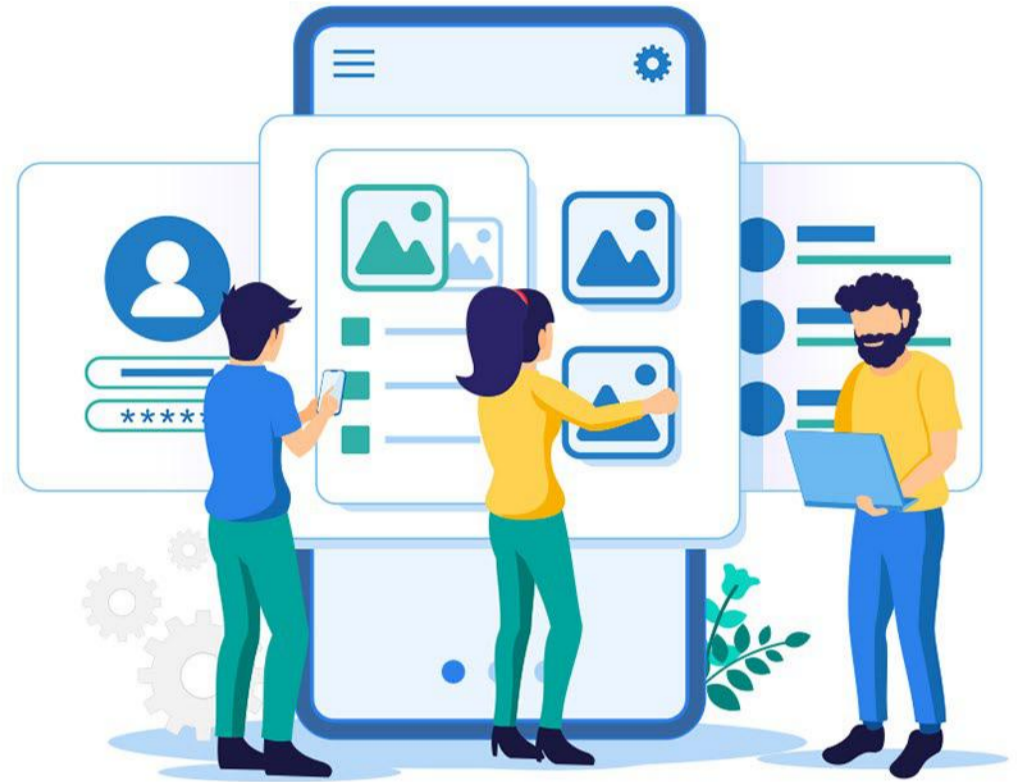
8. Google Algorithms & Updates

- What are Search Engine Algorithms?
- Types
  * Panda
  * Penguin
  * Hummingbird
  * Pigeon
  * Mobile
  * RankBrain
  * Possum
  * Fred
  * Medic
  * BERT
  * Core Updates

9.Email Marketing

- What is Email Marketing?
- Create Email Template/Message
- Working with Mailing List
- Running A Campaign
- Checking Campaign Performance

10.Dynamic Site Optimization

- What is a Dynamic Website?
- Dynamic Webpages and Search Engine
- How to Optimize Dynamic URLs/Webpages?

11.Social Media Optimization And Marketing

* What is Social Media Optimization?
* Benefits of Social Media Optimization and Marketing
* How to use Facebook, Twitter, LinkedIn, Pinterest, Instagram
* Using Analytics/Insights for Improvement
* Effective Social Media Marketing Tactics

- Strategy Planning
- Publishing Tools
- Analytical Skills for Data Analysis
- Generating Leads (Paid Marketing)
- Behavioural Psychology (Age/Location/Timing)

- Communication
- Attention-grabbing Writing (Captions Using CTA, Trends etc.)
- Creativity
- Digital Relationships
- Budgeting
- Latest Trend (Seasonal/Popular/Influenced etc.)

12.Site Monitoring And Rank Checking

- Google Analytics
- Google Search Console
- Google My Business
- Google Trends
- Rank Checking

13.Pay-Per-Click Marketing

- What is PPC?
- Keyword Types:
  * Broad Match
  * Modified Broad Match
  * Phrase Match
  * Exact Match

14.Mobile Marketing (Intro)

- ▶ WhatsApp Marketing
- ▶ SMS Marketing

15.App Marketing

What is App Store Optimization (ASO)

- ▶ How to do it?

  * Using Relevant Keywords

  * Optimize Your Title & Description

  * Add Compelling Icons & Screenshots

  * Add Video

  * Competition Research

  * Backlinks

  * Drive Traffic (and Downloads) to Your App Store Page

- ▶ Apps/APK Submission
- ▶ Create a Content Marketing Strategy
- ▶ Social Media Promotion

16.Affiliate Marketing (Intro)

17.Advanced Techniques

- SEMrush
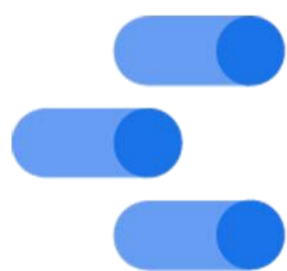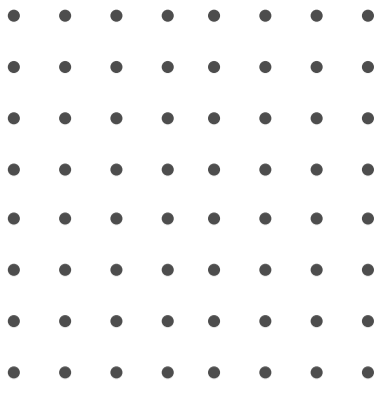- Ahrefs
- MOZ
- Google Tag Manager
- Google Data Studio

GET IN **TOUCH** **WITH** US

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