

COURSE CONTENT

We 
DigitalMarketing
Academy

DIPLOMA IN DIGITAL MARKETING

COURSE DURATION : 2 MONTH

COURSE FEE : RS. 6000/-

CERTIFICATION : WE LOVE CERTIFICATION

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www.welovedigitalmarketing.com

BASIC DIGITAL MARKETING 2 MONTH

Module 1 (6 hours)

What is SEO (Search Engine Optimisation)

Introduction to SERP (Search Engine Results Page) -

understanding search engine commands / operators (these advance search techniques will help you find anything on internet quickly)

How does Search Engine works -

crawler based search engines, vertical search engines, Meta engines and directories

Understanding Google Ranking Algorithm

Understanding Keywords

Google Keyword Planner Tool -

advance keyword analysis guidelines, keywords segregation

Selecting Keywords for your website –

Primary, secondary and geo-specific keywords, understanding long tail and generic keywords

Understanding Keyword Stuffing Vs. Keyword Placement

BASIC DIGITAL MARKETING 2 MONTH

Module 2 (9 hours) On-page Onsite SEO

Page title & Meta data optimisation

Social media Meta tag optimisation

Content optimisation –
keyword density, weight, prominence and proximity

Link structure optimisation

Robots.txt setup/optimisation

XML sitemap setup/optimisation

SEO friendly redirect setup using .htaccess

Google Webmaster Tools

Google Analytics setup and management -
analytics code integration, goal setup and traffic stats analysis

Introduction to Basic HTML and Dreamweaver Software

Introduction to FTP -
uploading and downloading files using FTP software

BASIC DIGITAL MARKETING 2 MONTH

Module 3 (3 hours) – Off-page Offsite SEO

Introduction to PR, DA, PA

Directory submission guidelines & best practices

Article submission guidelines & best practices

Press Release distribution guidelines & best practices

B2B/Classified submissions & best practices

Guest Blogging

Contextual link building

Blog commenting / forum posting

Do's and Don'ts of Link Building

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**Career Coals :SEO Expert
Certification : We Love Certification**