

COURSE CONTENT



DIPLOMA IN DIGITAL MARKETING

COURSE DURATION : 3 MONTHS

COURSE FEE :RS. 10000/-

CERTIFICATION-: GOOGLE ADWORD, BING, ETC

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www.welovedigitalmarketing.com

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

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

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

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

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 3 (3 hours) Off-page Offsite SEO

Introduction to PR, DA, PA

Directory submission guidelines & best practice

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

Module 4 (3 hours) Local SEO

Google Places / G+ Account setup, verification & customization

Company profile setup in local business directories

Citations and brand reputation management through social media

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 5 (3 hours) Advance SEO

Website analysis / Audit -

comprehensive analysis techniques for SEO, introduction to analysis tools and software, detecting Black Hat SEO

SEO Proposal –

making SEO strategy for any website for the best possible results

Latest Google Algorithm Updates –

EMD, Humming Bird, Panda and Penguin updates

Practical Classes (15 hours)

Hands-on experience on using Google Keyword Planner Tool

**Hands-on experience on Webpage modification,
FTP usage, Dreamweaver software**

**Setting up Google Webmaster Account and navigating through Google
Webmaster Tool, navigating through Google Analytics and
understanding traffic behavior**

Link Building for Live sites

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 6

Introduction to Online Paid Advertising -
Google AdWords and Bing/Yahoo Advertising

Comprehensive Keyword Research using Keyword Planner Tool –
target keyword analysis, keywords grouping

**Importance of Broad Match, Modified Broad Match, Exact Match,
Phrase Match, Negative Match keywords and how they work**

Module 7

Google Search Network –
getting started with Google PPC, account structure overview

Managing Multiple Client Accounts –
My Client Center (MCC) hierarchy, MCC Account setup

Campaign Setup for Google Search Network

AdWords Ad Formats & Best Practices –
text ads, mobile ads

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 7

Writing Compelling Ad Copies –
Do's and Don'ts

Customer Targeting –
AdWords targeting & best practices

AdWords Bidding Setup & Budget Optimisation

Ad Extensions –
Sitelinks, Location, Call, App, Callout & Review extensions

AdWords Performance Monitoring and Fine Tuning –
conversion code integration, advance campaign analysis and best practices

Website & Landing page Optimisation

Advance Campaign Optimization Tips & Best Practices

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 8

Display Advertising Overview

Display campaign setup

Image ads -
creation of banners using Display Builders

Introduction to Display Planner tool

Managed placements

Remarketing concepts

Module 9

Introduction to Traffic Analysis Tools –
analytics code integration, goal setup and traffic stats analysis

AdWords Reports -
generating various reports for clients and to analyze campaign performance

Overview of Application Program Interface (API)

Overview of AdWords Tools and Usage –
Ad Diagnosis tool, Change History tool, Conversion code integration

Campaign Management through AdWords Editor

AdWords Billing & Payments

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Practical Classes (15 hours)

Class 1 (3 hours):

Hands-on experience on using Google AdWords Keyword Planner Tool, Mock-up test

Class 2 (3 hours):

Hands-on experience on campaign setup, Mock-up test

Class 3 (3 hours):

Using Google AdWords Editor, Navigating through Google Analytics and understanding traffic behavior, Mock-up test

Class 4 (3 hours):

Mockup for the Google AdWords Fundamental Exam

Class 5 (3 hours):

Mockup for the Google AdWords Advance Exam

Module 10

Social Media Marketing –

Brand promotion and reputation management through various social media channels, promotion through coupon/freebies

Facebook PPC Management –

total campaign setup guidelines and best practices

Video & Image SEO –

video and image optimization and promotion

DIPLOMA IN DIGITAL MARKETING 3 MONTHS

Module 10

Multilingual SEO Techniques –
SEO for French, Italian, Dutch sites

Affiliate marketing overview

Email marketing

Project Management

introduction to various project management software/tools and techniques,
project management best practices

Client communication best practices

Course Duration (Theory + Practical)

3 Months

Course Fee

Rs. 10000/-

Career goals -: SEO expert, PPC expert, SEO analyst, MMS expert,
Content writer, Digital planner etc....

Certification-: Google Adword, Bing, etc....