

Digital Marketing Course

Duration: 2 Months

Module-1:

Introduction to Digital Marketing:

- ❖ What is marketing?
- ❖ How we do Marketing?
- ❖ What is Digital Marketing?
- ❖ Benefits of Digital marketing
- ❖ Digital marketing platforms and Strategies
- ❖ Defining Marketing Goals
- ❖ Latest Digital marketing trends

Module-2 :

Website Planning and Structure

- ❖ WWW
- ❖ Domains
- ❖ Buying a Domain
- ❖ Website Language & Technology
- ❖ Core Objective of Website and Flow
- ❖ One Page Website Strategic
- ❖ Wordpress website setup
- ❖ Design of Home Page Strategic
- ❖ Design of Products & Services Page Strategic
- ❖ Design of Pricing Page Portfolio
- ❖ Gallery and Contact Us Page
- ❖ Call to Action (Real Engagement Happens)
- ❖ Designing Other Pages
- ❖ SEO Overview
- ❖ Google Analytics Tracking Code
- ❖ Website Auditing

Module-3 :

Search Engine Optimization

3.1 Keyword Research and Competition

- ❖ Introduction to Keyword Research
- ❖ Types of Keywords
- ❖ Keyword Research Methodology
- ❖ Business Analysis & Categorization
- ❖ Google Keyword Planner
- ❖ Market Research and Analysis
- ❖ New Keyword Ideas
- ❖ Competition Analysis
- ❖ Finalizing the Keywords List

3.2 On-Page Optimization

- ❖ Introduction to Onpage
- ❖ What is Webmaster Tools
- ❖ Verification Process in GWMT
- ❖ Selecting Target Location
- ❖ Onpage Analysis Methodology
- ❖ Fundamental On-page Factors
- ❖ Website Speed
- ❖ Domain name in SEO
- ❖ URL Optimization
- ❖ Content Optimization
- ❖ Image & Video Optimization
- ❖ Heading Tag Optimization
- ❖ Meta Tags Optimization
- ❖ Internal Linking
- ❖ External Linking
- ❖ Content Optimization
- ❖ Sitemap Generation
- ❖ Using Robot.txt in Site URL
- ❖ Redirecting Techniques
- ❖ Canonical Links
- ❖ Rich Snippets

3.3 Off-Page Optimization

- ❖ What is Link Building

- ❖ Types of Linking Methods
- ❖ DoFollow Vs. NoFollow Link building Guidelines
- ❖ Linking Building Methodology
- ❖ Links Analysis Tools
- ❖ Directory Submissions
- ❖ Local Business Directories
- ❖ Social Bookmarking
- ❖ Using Classifieds for Inbound traffic
- ❖ Question and Answers
- ❖ Blogging & Commenting
- ❖ Guest Blogging

Module-4 :

Google Webmaster Tools

- ❖ Introduction to Google Webmaster Tools
- ❖ Adding your website
- ❖ Search queries
- ❖ Fetch as google
- ❖ Links to your website
- ❖ Keywords
- ❖ Internal links
- ❖ Crawl errors
- ❖ Sitemap Robots.txt

Module-5

Google Analytics

5.1 Introduction

- ❖ What is Analytics?
- ❖ Importance of Analytics for Business
- ❖ Popular Analytics Software's
- ❖ Visits and Users
- ❖ Time on Page / Site
- ❖ Bounce Rate
- ❖ Exit Rate

- ❖ Conversion Rate Engagement
- ❖ Introduction to Google Analytics
- ❖ Installing Analytics code in site
- ❖ Analytics account structure
- ❖ Real Time Reports
- ❖ Settings in Analytics

5.2 Traffic Reports

- ❖ Traffic source overview SEO Traffic
- ❖ AdWords Traffic
- ❖ Social Traffic
- ❖ Campaigns

5.3 Behavior Reports

- ❖ Behavior Overview
- ❖ Site Content
- ❖ Site Speed Analysis
- ❖ In page Analytics

5.4 Conversion Tracking

- ❖ What is conversion
- ❖ Conversion Process and Funnel
- ❖ Types of Conversions
- ❖ Conversion Reports
- ❖ Funnel Visualization
- ❖ Multi-Channel Funnels
- ❖ Attribution Reporting

Module-6 :

Social Media Marketing

6.1 Introduction to SMM

- ❖ What is Social Media?
- ❖ SMM Vs. SMO
- ❖ Benefits of using SMM

- ❖ Social Media Statistics
- ❖ Why use Social Media Marketing
- ❖ Social Media Strategy
- ❖ Impact of Social Media on SEO

6.2 Facebook Marketing

- ❖ Facebook Account Setup
- ❖ Different options on Facebook (Profiles, Pages, Apps and Groups)
- ❖ Facebook page setup
- ❖ Using Graphics on FB
- ❖ Managing the Facebook Page
- ❖ Content Creation Strategy
- ❖ Types of Posts
- ❖ Facebook Traffic Insights
- ❖ Generating Likes and Shares
- ❖ Implementing Facebook Share Button
- ❖ Implementing Facebook Like Box
- ❖ Implementing Facebook Comments in Site
- ❖ Facebook Groups
- ❖ Sponsored Posts in Facebook

6.3 Facebook Paid Marketing

- ❖ What is Facebook Advertising
- ❖ Types of Promotions
- ❖ Audience Targeting
- ❖ Advanced Audience Targeting
- ❖ Bidding Strategies
- ❖ Ad Formats
- ❖ Ad Dimensions and Rules
- ❖ Remarketing Strategy
- ❖ Conversion Tracking

6.4 Instagram and 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
- ❖ LinkedIn Premium
- ❖ LinkedIn Ads

6.5 Twitter and Pinterest Marketing

Twitter Marketing

- ❖ Twitter Marketing for Brand Awareness
- ❖ Twitter Ads
- ❖ Twitter Analytics
- ❖ Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & Tweet Archivist

Pinterest Marketing

- ❖ Pinterest for business
- ❖ Marketing on Pinterest Best Practices
- ❖ Leveraging Rich Pins
- ❖ Analytics & Measurement

Module-7 :

Email Marketing

- ❖ What is Email Marketing?
- ❖ Importance of Email Marketing
- ❖ Popular Email Marketing Software's
- ❖ Introduction to Mail Chimp
- ❖ Account setup and settings
- ❖ Email marketing strategy
- ❖ Creating a Subscriber List
- ❖ Import subscribers in list

- ❖ Types of Email marketing campaigns
- ❖ Creating an Email Campaign
- ❖ What is Newsletter
- ❖ Design a Newsletter
- ❖ Reports

Module-8 :

Local Business Listing

- ❖ Creating local Listing in Search Engine
- ❖ Google Places Setup (Including Images, Videos, Map etc)
- ❖ Placing website on first page of Google search
- ❖ How to make Monthly Basis Search Engine Visibility Reports
- ❖ Verification on listing
- ❖ Google reviews

Module-9 :

Blogging

- ❖ Blogging to brand yourself
- ❖ What should you blog about
- ❖ Choosing the blog title
- ❖ Intro Formula
- ❖ Adding Bucket Brigades Guest Blogging
- ❖ Things to go after publishing your blog post
- ❖ Responding to comments
- ❖ Call to Action Messages

Module-10 :

Search Engine Marketing/Google Adwords

10.1 Introduction

- ❖ Define SEM and understand its usage

- ❖ Understand Google AdWords and how it works
- ❖ Understand keyword match types
- ❖ Explore ways for creating an effective ad copy
- ❖ How Ad Auction & Bidding affects Ad position
- ❖ Keyword match types
- ❖ Keyword research process
- ❖ Steps to implement a Google AdWords campaign
- ❖ Types of Bidding
- ❖ Using Ad Extensions

10.2 Display Marketing

- ❖ What is Display Advertising
- ❖ How Display Ads Works
- ❖ Benefits of Display Advertising
- ❖ Creating a Display Campaign
- ❖ Bidding Strategies
- ❖ Targeting Option in Display Network
- ❖ Keyword Based
- ❖ Interest and Remarketing
- ❖ Placements Targeting
- ❖ Demographics Ad Formats and Sizes
- ❖ Examples of Good and Bad Ads
- ❖ Display Ad Builder
- ❖ Display Planner Tool
- ❖ Display campaign reporting
- ❖ Conversion Tracking

Module-11

Online Reputation Management (ORM)

- ❖ What is online reputation management
- ❖ Why online reputation management
- ❖ Understanding ORM scenario

- ❖ How to deal with criticism online
- ❖ Ways to create positive brand image online
- ❖ Understanding tools for monitoring online reputation
- ❖ Step by step guide to overcome negative online reputation
- ❖ Best examples of online reputation management

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