

DIGITAL MARKETING COURSE CONTENTS

Complete Course Outline

A brief overview of digital marketing and all relevant set of activities that digital marketing covers:

- What is digital marketing?
- Why should we focus on digital marketing?
- Understanding Search Marketing including:
 - Google Ads
 - Google My Business
 - SEO
- Understanding Display Advertising
 - Contextual
 - Targeted
 - Remarketing/Retargeting
- What is Content Marketing?
- Understanding Social Media Marketing
- Understanding Lead Generation and Email Marketing
- Video Marketing
- Responsive Mobile Design
- Understanding Google Analytics

SEO - Search Engine Optimization

- What is SEO?
- Why do we need SEO?
- Understanding Google's Search Algorithms
- Does SEO really take time to get results?
- How Google Search works?
- 21 SEO Strategies that every website owner, designer, blogger and content writer need to know!
 - Keyword Research
 - Creating Content Hierarchy with examples
 - Brainstorming – Think and discuss them!
 - Google Suggest
 - People also ask
 - Related Searches
 - Google Keyword Planner
 - Keyword Tools
 - Google Trends – Finding Search Trends | Most Searched Terms
 - How to translate keywords?

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Website / SEO /

- Organizing the keywords
- Writing Headlines (Page Titles) with examples
- Writing Summary (META Descriptions) with examples
- META Keywords are no more!
- Yoast SEO Plugin
- CTR matters!
- Optimizing Page Content and Content Formatting with examples
- SEO for Images
- Structuring the Content
 - SEO-friendly Domain Name
 - SEO-friendly URL Structure
 - Plan your Site's Hierarchy
 - Breadcrumb Navigation
- Internal Linking and Site Navigation
- Understanding Google Index and Crawling
- Localized SEO
 - Location visibility in the content
 - Verified Google My Business and its optimization
 - Google Reviews
 - Localized Domain
- Website Speed Matters – exploring Google PageSpeed Insights
- Understanding Backlinks – the latest trends
- Improving your website using Google Search Console
- Who is linking to you? Fixing bad links
- Checking Domain's Authority – Mozbar
- Checking your Competitors' backlinks – Ahrefs.com | UberSuggest
- Tips to Acquire Natural Backlinks
- 4 Modern-Day Alternatives to Link Building
- Social Sharing
- Links from YouTube Videos
- SEO & PR
- Users' Engagement
 - Links to Related Stories, Blog Posts, Products/Services
 - Enable Social Sharing
 - Embedding videos
 - Enabling Site Search feature
 - Enable Live Chat / WhatsApp feature
 - Bounce Rate & Visit Duration
 - Importance of having a Self-hosted Blog
- Blended SEO
- Bonus Tips
 - Google Analytics
 - Website Backup
 - SSL Certificate
 - Website Security
 - Improving Old Content

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- Voice Search
- 301 Redirects
- Fake Followers / Fake Backlinks
- Google Webmaster Guidelines
- Google Official SEO Guides
- Google's 200 Ranking Factors by Brian Dean
- The Central Idea

YouTube SEO

- Write SEO-friendly title and description
- Understanding Tags and Hashtags
- Linking back to the main/relevant content
- Transcribe your videos – your words will be indexed by Google and will help your rankings
- Embed the videos within the website/blog

Google My Business

- Verify your account without the need for a postcard or PO Box number
- Adding photos, videos, and more content
- Keep your customers coming back with your regular updates using Posts feature
- Engaging your customers online, and build customer loyalty by responding to their reviews and questions
- Understanding Insights
- Optimizing Google Business profile – so, your business stands out, gets more exposure and bring a lot more traffic to your website

Google Ads - Search and Display Campaigns

- Understanding Google Networks [Search & Display]
- Keyword Research – how to choose the right keywords to advertise?
 - Creating Content Hierarchy first!
 - Brainstorming – Think and discuss them!
 - Google Suggest
 - Related Searches
 - Google Keyword Planner
 - Keyword Tools
- Know your Competitors' Keywords using SEMRush
- Keywords Matching Options – Broad, Phrase, Exact, and Broad Match Modifier
- Understanding Negative Keywords
- Organizing and Grouping the Keywords – Ad Grouping
- Understanding the Quality Score
- Setting up Google Ads Campaigns – that avails high ranking at low cost
 - Google Ads Account Structure
 - Campaign Setup procedure
 - Ads and Ad Groups
 - Organizing Ad Groups

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- Creating Effective Ads
- Optimizing Landing Pages
- Bid Management
- Negative Keywords
- Analytics – Measure and fine-tune
- Google Display and Remarketing Campaigns – Overview
- YouTube Video Ad Campaigns
- Google Ads' Glossary
- Google Digital Garage Certification
- Google Skillshop – Google Certification Program

Social Media Marketing

- What is social media marketing?
- Why people use social media?
- Digital 2020 – Global Digital Overview
- Social Media Marketing Strategy
 - Setting up Social Media Goals
 - Be Selective. Start Slow!
 - Find out where your targeted people connect
 - Popular Social Media Networks
 - KnowEm | Namechk – Check Social Media Username Availability
 - Optimizing your social media network profiles
 - Factors that increase your organic reach
 - Social Media Listening & Monitoring | Knowing your Audience
 - Google Alerts – Monitoring your brands, competitions, and industry trends using
 - TweetDeck – a monitoring tool similar to Google Alerts for Twitter
 - Hashtags – Best Practices & Tools
 - How Often to Post on Social Media?
 - When your Fans are Online!
 - Best Time to Post on Social Media
 - Manage and automate your social media postings using Buffer/HootSuite
 - Share Content. Drive Traffic. Snip.ly
 - Canva.com – creating stunning designs yourself!
 - Roylty-free images, videos
 - Promo – Stunning Marketing Videos
 - The 80/20 Rule – Develop trust before you sell
 - How to avoid looking clueless on social media?
 - How to find social media influencers?
 - Respond quickly!
 - Daily Social Media Plan for small-businesses
 - Measuring Success | Analytics | Bounce Rate | Conversions
 - Tracking emails
 - Viral Marketing Examples