

Digital Marketing Modules

DIGITAL VISHNU

TOP 30+ POWER PACKED MODULES

- ▶ Digital marketing landscape
- ▶ Mastering SEO
- ▶ Keyword research & analysis
- ▶ On-page optimization
- ▶ Technical SEO
- ▶ Off-page optimization
- ▶ Advanced link building
- ▶ Google algorithm updates
- ▶ Blog marketing
- ▶ Content marketing
- ▶ Competitor analysis
- ▶ Website audit

TOP 30+ POWER PACKED MODULES

- ▶ SEO Tools
- ▶ Google My Business
- ▶ Google Search Console
- ▶ Google Analytics
- ▶ Mastering SEM
- ▶ Google Search Ads
- ▶ Google Display Ads
- ▶ Remarketing Ads

TOP 30+ POWER PACKED MODULES

- ▶ Youtube Optimization
- ▶ Social Media Optimization
- ▶ Social Media Marketing
- ▶ Facebook Marketing
- ▶ Instagram Marketing
- ▶ LinkedIn Marketing
- ▶ Twitter Marketing
- ▶ Social Media Marketing Tools
- ▶ Email Marketing
- ▶ Digital Marketing Certifications
- ▶ Cracking The Digital Marketing Job

MODULE 1: DIGITAL MARKETING LANDSCAPE

- ▶ Digital Marketing Overview
- ▶ Campaign Goals
- ▶ Key Digital Marketing Channels
- ▶ Developing a Digital Marketing Plan
- ▶ Traditional vs Digital Marketing

MODULE 2 : MASTERING SEO

- ▶ Introduction to Search Engines
- ▶ What is Crawling
- ▶ What is Indexing
- ▶ Google vs Other Search Engines
- ▶ Search Results Anatomy
- ▶ SEO vs Paid Ads

MODULE 3:KEYWORD RESEARCH & ANALYSIS

- ▶ Researching Potential Keywords
- ▶ Google Keyword Planner Tool
- ▶ Identifying Other Keywords from Google Autosuggestion
- ▶ Finalizing Your Money Keywords

MODULE 4: ON-PAGE OPTIMIZATION

- ▶ On-page optimization
- ▶ Html basics
- ▶ Important html tags
- ▶ Title, meta description, h1
- ▶ Keyword density
- ▶ Content optimization
- ▶ Content length
- ▶ Content freshness
- ▶ Content uniqueness
- ▶ Content quality
- ▶ Image optimization

MODULE 5 : TECHNICAL SEO

- ▶ URL structure
- ▶ URL length
- ▶ Page speed analysis
- ▶ 301 redirects
- ▶ Robot.Txt
- ▶ Sitemaps.XML
- ▶ Internal linking
- ▶ Schema.Org
- ▶ Important schemas to be implemented

MODULE 6 : OFF-PAGE OPTIMIZATION

- ▶ Google page rank
- ▶ Measuring indicators like da and pa
- ▶ Adding moz bar chrome extension
- ▶ Why backlinks are important?
- ▶ Backlinking techniques
- ▶ Social bookmarking
- ▶ Forum participation
- ▶ Web 2.0
- ▶ Article directories
- ▶ Blog comments
- ▶ Classifieds directory
- ▶ Submission
- ▶ Press release
- ▶ Search engine submission
- ▶ Infographics
- ▶ Video submission

MODULE 6 : OFF-PAGE OPTIMIZATION

- ▶ Answering sites
- ▶ Guest posting
- ▶ Social media sites
- ▶ Business listing

MODULE 7: ADVANCED LINK BUILDING

- ▶ Dofollow links and Nofollow links
- ▶ Referral links
- ▶ Link juice

MODULE 8:GOOGLE ALGORITHM UPDATES

- ▶ Panda algorithm
- ▶ Penguin algorithm
- ▶ EMD algorithm
- ▶ Page layout algorithm
- ▶ Mobile friendly algorithm
- ▶ Core algorithm
- ▶ Other latest algorithms

MODULE 9 : BLOG MARKETING

- ▶ Introduction to blogs
- ▶ Creating blogs
- ▶ Attracting visitors
- ▶ Identifying the topics to post
- ▶ Periodic posting

MODULE 10 : CONTENT MARKETING

- ▶ Creating original content
- ▶ Content marketing strategy
- ▶ Develop content marketing plan
- ▶ Driving specific audience

MODULE 11 : COMPETITOR ANALYSIS

- ▶ Competitor analysis tools - Ubersuggest, Seoptimer etc.
- ▶ Deep diving in Ubersuggest or any equivalent tool competitor
- ▶ Links competitor
- ▶ Traffic analysis

MODULE 12 : WEBSITE AUDIT

- ▶ Detailed on-page SEO audit
- ▶ Page speed audit
- ▶ Content duplication
- ▶ Console errors & warnings
- ▶ Google penalty check

MODULE 13 : SEO TOOLS

- ▶ Keyword Research tools
- ▶ Rank Tracker tools
- ▶ Website audit tools
- ▶ On-page optimization tools
- ▶ Competitor analysis tools
- ▶ Backlink research tools
- ▶ Content creation tools

MODULE 14 : GOOGLE MY BUSINESS

- ▶ Creating google listing
- ▶ Optimizing the local listing!
- ▶ Reviews google my business
- ▶ Periodic posting of updates & its importance
- ▶ Handling negative reviews

MODULE 15 : GOOGLE SEARCH CONSOLE

- ▶ Organic performance
- ▶ Key performance metrics
- ▶ Clicks, impressions, CTR
- ▶ Top search queries
- ▶ Top pages usage of various filters
- ▶ Structured data
- ▶ URL inspection
- ▶ Coverage issue
- ▶ Sitemaps
- ▶ Mobile usability
- ▶ FAQs, logos & breadcrumbs
- ▶ Manual action
- ▶ Security issues links
- ▶ Legacy tools & reports

MODULE 16:GOOGLE ANALYTICS

- ▶ Google analytics setup Realtime user analysis
- ▶ Location
- ▶ Traffic source
- ▶ Content
- ▶ Audience
- ▶ Active user
- ▶ Lifetime value
- ▶ Cohort analysis
- ▶ User explorer
- ▶ Demographics
- ▶ Interest
- ▶ Affinity
- ▶ Inmarket
- ▶ Geo
- ▶ Behavior
- ▶ Technology
- ▶ Cross device
- ▶ Benchmarking
- ▶ Users flow

MODULE 16:GOOGLE ANALYTICS

- ▶ Acquisition
 - ▶ All traffic
 - ▶ Organic traffic
 - ▶ Paid traffic
 - ▶ Referral traffic
 - ▶ Social media traffic
 - ▶ Google ads
 - ▶ Search console
 - ▶ Social media
 - ▶ Campaigns

MODULE 16:GOOGLE ANALYTICS

- ▶ Behaviour
 - ▶ Behaviour flow
 - ▶ Site speed
 - ▶ Site content
 - ▶ Site search
 - ▶ Events
 - ▶ Publisher
- ▶ Goal setup
 - ▶ Conversion
 - ▶ Goals
 - ▶ Ecommerce
 - ▶ Multi-channel funnels

MODULE 16:GOOGLE ANALYTICS

- ▶ Product linking
 - ▶ Google ads
 - ▶ Adsense linking
 - ▶ Other third party application linking
- ▶ Reporting

MODULE 17 : MASTERING SEM

- ▶ Choose keywords
- ▶ Create campaign
- ▶ Images ads
- ▶ Video ads
- ▶ Text ads
- ▶ Re-marketing
- ▶ Youtube marketing

MODULE 18 : GOOGLE SEARCH ADS

- ▶ Creating a PPC campaign
- ▶ Quality score & ad rank
- ▶ Ad groups & keywords
- ▶ Creating text ads
- ▶ Bid management
- ▶ Negative keywords
- ▶ Optimizing PPC campaign
- ▶ Extension setup
- ▶ Measuring key metrics

MODULE 19 : GOOGLE DISPLAY ADS

- ▶ Contextual targeting
- ▶ Placement targeting
- ▶ Interest targeting
- ▶ Topics targeting

MODULE 20 : REMARKETING ADS

- ▶ Standard Remarketing
- ▶ Dynamic Remarketing
- ▶ Remarketing lists for search ads
- ▶ Video Remarketing
- ▶ Email Remarketing.

MODULE 21: VIDEO MARKETING

- ▶ Video optimization introduction
- ▶ Video platforms
- ▶ Creator studio
- ▶ Youtube channel
- ▶ Creating videos
- ▶ Playlist
- ▶ Advanced video optimization techniques
- ▶ Youtube analytics
- ▶ Best practices

MODULE 22: MOBILE MARKETING

- ▶ Mobile apps creation process: native and hybrid apps overview
- ▶ App store optimization
- ▶ Paid ads targeting mobile

MODULE 23 : WHATSAPP MARKETING

- ▶ Installing Whatsapp business
- ▶ Configuring
- ▶ Auto messages

MODULE 24 : SMS MARKETING

- ▶ Identifying vendors
- ▶ Transactional vs promotional SMS
- ▶ Database
- ▶ Best practices

MODULE 25 : YOUTUBE OPTIMIZATION

- ▶ Creating channel
- ▶ Find video keywords
- ▶ Optimizing video title
- ▶ Optimizing tags
- ▶ Creative catchy thumbnail
- ▶ Description hashtags and subscribe link optimization
- ▶ Youtube monetization

MODULE 26: SOCIAL MEDIA OPTIMIZATION

- ▶ Creating social media profile and pages in FB, twitter, Instagram, LinkedIn
- ▶ Optimizing post with hashtags
- ▶ Group participation
- ▶ Event creation
- ▶ Insight reports

MODULE 27:DESIGNING TOOLS LIKE CANVA

- ▶ Create famous design like
 - ▶ Image,
 - ▶ Video,
 - ▶ Poster,
 - ▶ Infographics using Canva

MODULE 28 : FACEBOOK MARKETING

- ▶ Facebook Page Optimization
- ▶ Facebook Business Manager Creation
- ▶ Campaign Creation - Video, Lead generation, Event Promotion, page Likes Ad, Post Reach Increasing, app Store, Etc.
- ▶ Audience Setup
- ▶ Creative Ads Posting (Image, Video, carousal, Album)
- ▶ Budget & Bidding Strategy

MODULE 29 : INSTAGRAM MARKETING

- ▶ Optimizing Instagram business profile
- ▶ Creating Instagram content strategy
- ▶ Instagram influencer marketing
- ▶ Instagram paid marketing in feeds and stories.
- ▶ Budget & bidding strategy

MODULE 30 : LINKEDIN MARKETING

- ▶ Optimizing LinkedIn company page
- ▶ LinkedIn ads - InMail, search, image, job posting and retargeting ads
- ▶ Budget & bidding strategy

MODULE 31 : TWITTER MARKETING

- ▶ Twitter marketing for brand reach
- ▶ Instream video ads
- ▶ Twitter followers
- ▶ App installation
- ▶ Retargeting audience
- ▶ Budget & bidding strategy

MODULE 32: SOCIAL MEDIA MARKETING TOOLS

- ▶ Hootsuite
- ▶ Buffer
- ▶ Socialyz

MODULE 33 : EMAIL MARKETING

- ▶ How Email Marketing Works?
- ▶ Email Marketing Types.
- ▶ Opt-in Email Marketing
- ▶ Email Marketing Account Setup
- ▶ Web Form And List Setup
- ▶ Broadcast Email Creation
- ▶ Auto Responders Setup
- ▶ Optimizing To Increase Inbox Percentage
- ▶ Selecting Top Email Marketing tool Like Mailchimp

MODULE 34: DIGITAL MARKETING CERTIFICATIONS

- ▶ Google AdWords certification
- ▶ Google analytics certification
- ▶ Facebook ad certification

MODULE 35 : CRACKING THE DIGITALMARKETING JOB

- ▶ How to crack digital marketing job from LinkedIn
- ▶ Crack job from freelancing website like Fiverr

MODULE 36 : SETTING UP POWERFUL WEBSITES

USING WORDPRESS

- ▶ Web technologies
- ▶ Understanding terminologies
- ▶ Domain registration & hosting
- ▶ Understanding html
- ▶ WordPress installation
- ▶ User administration

MODULE 37 : SETTING UP POWERFUL WEBSITES

USING WORDPRESS

- ▶ WordPress themes:
 - ▶ Free theme vs paid theme
 - ▶ Theme selection process
 - ▶ Adding/installing themes
 - ▶ Changing themes
 - ▶ Preview & activating themes

MODULE 38 : SETTING UP POWERFUL WEBSITES

USING WORDPRESS

Working with widgets

- ▶ Installing widgets in sidebar
- ▶ Installing widgets in footer
- ▶ Working with menu for your website:
 - ▶ Creating menus
 - ▶ Creating sub-menus
 - ▶ Deleting items from menu

MODULE 39 : SETTING UP POWERFUL WEBSITES USING WORDPRESS

- ▶ WordPress plugins:
 - ▶ Installing plugins
 - ▶ Upgrading plugins
 - ▶ Activating plugin & managing plugins
 - ▶ Recommended plugins