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Digital
Marketing

Quick Contact

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A Quick Overview

SEO Basics

- Internet and Search Engine Basics

- Internet Marketing

- Importance of Internet Marketing

- Types of Internet Marketing Methods

- Importance of Search Engines

- How the search engine works

- Understanding the SERPs

- Using Search Operators

- Search Engine Algorithms

- Google Algorithm Updates

- Page Rank Technology

- Panda Update and its Importance

- Architecture of Website

- Website Designing Basics

- Domain, Hosting

- Difference between dynamic & static website

- Target Segmentation

Search Engine Optimization

- What is SEO

- Need of SEO

- Search Engines

- Different types of keywords

A Quick Overview

Search Engine Optimization Techniques

- Black Hat SEO

- White Hat SEO

- Grey Hat SEO

On Page Optimization

- Site Analysis

- Analysis of Similar websites

- Keyword Research

- Different Types of Keywords

- Keyword Density

- Meta tags creation (Title, Meta Description, Meta Keywords)

- Optimize SEO Content

- H Tag Optimization (H1, H2, H3..H6)

- Image Optimization

- Create SEO friendly URLs

- Add Breadcrumb to Internal Pages

- Custom 404-page creation

- Creating HTML and XML Sitemaps

- Creating Robots.txt file

- Canonical Implementation (301, 302 redirection)

- Internal linking

- Improve Page Speed

- Quick indexing techniques

- Search Engine Submission

- Canonicalization

- Broken Link Check

- HTML Code Clean Up & Optimization

- W3C Validation

- Schema Mark-up (Micro Data)

- HTTP Response Codes

Off Page Optimization

- Type of Backlinks

- Quality Link Building

- Directory Submission

- Social Bookmarking

- Article Submission

- Micro Blogging

- Blog Commenting

- Web 2.0 Submission

- Document Submission

- Video Submission

- Questions & Answers

- Guest Blogging

- Photo Sharing

- Customer Review Submission

- Press Release Submission

- Forums Posting

A Quick Overview

- **Google Search Console (Google Webmaster Tool) and Bing Webmaster**

- Search Appearance

- Search Traffic

- Google Index

- Crawl Issues and Test

- Disavow File Upload

- **Google Analytics**

- Importance of Google Analytics

- Fundamentals of Google Analytics

- How to Track Landing Pages

- How to Track Location

- User Tracking

- Tracking Conversions

- Monitoring Website Performance

- Monitoring Visitors Behaviour

- Setting up Goals and Funnels

Other Activities

Assessments

- **Objective Assessments**

    -- Syntactical based

    -- Scenario based

    Note: At least 2 objective based assessments in each module

- **Hands On – Practical Assessments**

    -- Scenario based

    Note: At least 2 Hands on assessments in each module

Assignments

- **Hands On – Practical Assignments**

    Note: At least 4 Hands on assignments in each module

Tasks – Home Work

- **Regular tasks on each module**

    Note: Tasks are focused more to improve self learning

Resume Support & Interview Preparation

- **Work on one or two mini projects**
- **Discuss and convert the current working project into SEO project to add in resume & to explain Digital Marketing experience in interviews**