

MULTI DISCIPLINARY ENGINEERING ACADEMY (I) PVT. LTD.

Registered Office: #15, Kumar Pavilion, Next to Victory Theatre East Street Camp, Pune-411001, MH, India

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www.mdea.co.in

The Complete World of Digital Marketing

DIGITAL
MARKETING



Strategies Focused on Increasing The Reach & Visibility of Your Business



Digital Marketing Training Professional Training

Module 1: Digital Marketing

Basics of Internet

Introduction to Digital Marketing

Understanding Basics of HTML

What is Keywords

Research of keywords With Google Planner

How to select DomainName?

Naming of Pages and Folder

How to use pictures for Digital Marketing

Check Charset encoding information

Favicons

Canonical links

Rich snippet

Page content

Page quality

What is user-friendly and responsive website?

Links of social media icons

Adding of robots.txt

What is google analytics?

How to link google analytics

Xml sitemap creation

What is alexa rank?

Off-Page Optimization

Link building

Using classified for inbound traffic

What is backlink?

How to use backlink?

Who is linking to us? Fixing bad links

What is PA and DA?

Do-follow vs no-follow

Page ranking

Article Sumission

Blog Writing

Guest blogging

Module 2: SEO (Search Engine optimization)

What is SEO?

Types of SEO?

What is google algorithms

Blended SEO

Tools: OSE & Ahrefs

On-Page Optimization

What is on-page?

What is keywords?

What is tags?

How to use title tag?

Length of tags

What is meta tags, meta description?

How to use meta tag?

Usage of header tags (h1 to h6)

What is anchor tag? Where we use it?

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Micro Blogging	Email marketing software
Directory submission	Email marketing goals
Listing in Business sites	Intro to mailchimp
PPT submission	Strategy of email marketing
Link Submission	HTML Email
Social bookmarking	Email Tracking
Image/Infographic submission	Inbound Marketing
Video submission	Google Adsense
Review and comment writing	Google Analytics
Mobile SEO	Traffic Report
Responsive Design	Audience Report
User Friendly	Affiliate Marketing
Mobile Friendly	What is AM?
Similar URLs as to your Desktops	How it works
Avoid common mistakes	How to find a good niche
Configure for other devices.	Top networks on affiliate marketing
SEO For CMS(WordPress)	Payment models in AM
Module 3 : SMM(Social Media Marketing)	
What is SMM	Promotion of AM products
Importance of SMM	Methods of Promotion
SMMvs SMO	Reports and ROI
What type of accounts to concentrate?	Conversion Tracking
What is google Adsense	What is the conversion
Email Marketing	Process and Funnel
Benefits of email marketing	

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Types of conversion	Audience targeting
Conversion Reports	Bidding Strategies
Funnel visualization	Remarketing Strategy
Multi-channel funnel	Strategy presentation by participants
Attribution	Types of fb ads
Reporting	Fb ads vs google adds
Insta Marketing	Importance of ctr (click through rate)
Insta account creation	Targeting & optimizing copy of your ad
Analyze brands	Live fb communities
Strategy of Instagram	Community building on fb
Picture dimension	Fb brand page orientation
Filters in Instagram	Edgerank algorithm
Pinterest marketing	what is importance of engaging targeted audience on fb ?
Usage of pinterest	Creating brand ambassadors on fb
How brands use pinterest	Leveraging fb insights for success
Customize profile	Fb marketing success stories
Pins and links	Twitter Marketing
Boards in pinterest	Benefits of Twitter
Using infographics	How brands use Twitter
Integration of pinterest in site	Profile Creation and customizing
Tool for pinterest	Types of tweets and statistics
Facebook Marketing	Content strategy for twitter
From objectives to roi.	Analysis of big brands
Competitive research & analysis	What is hashtags
	Tools for twitter marketing

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Twitter analytics	Roi measurement framework
Twitter Strategy	Roi metrics dashboard creation
Twitter campaigns	Roi measuring tools
Pr on twitter	Key competence
Engaging customer through leadership	Tools
Leaveraging lists	What is ORM?(online reputation management)
YouTube Marketing	Why ORM?
Creation of channel	Examples of ORM
Statistics of video marketing	Areas to Google in ORM
Viral video examples	Generating report for ORM
How to optimize a video	Monitoring of Search result
You tube engagement metrics	Monitoring of complaint sites
Increasing subscribers	Monitor sites and blogs
Annotation and cards	Case study
Usage of playlist	Tools for managing reputation
Understanding copyrights	Module 4: SEARCH ENGINE ALGORITHM
How to MailChimp statistics	Overview
Linkedin Marketing	Understanding search engine algorithms
Linked in leveraging for B2B	How do search engine algorithms work.
Overview of linked in	Penalties and recoveries of search engine.
Lead generation through individual profiles	Why a search engines needs to be updated ?
Lead generation for enterprise, company page , ads , Strategy, groups	Reasons to get your website penalized.
Profile makeover, answer , groups , status update recommendation	How to get your site optimized of google's hummingbird algorithm ?
Open discussion on approach to leverage them	What is panda and penguin algorithms ?
	What is google's emd updates?

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Recovery of your site from panda, penguin and emd?

Module 5: Search engine marketing (SEM)

PPC Training Introduction

PPC Account Setup

Google AdWords

Yahoo Search Marketing

Set-up PPC Campaign

PPC campaign Navigation

Use My Client Centre (MCC)

What is "Click-through-Rates" (CTRs)

What is Impression?

What is Conversion?

What is "Cost/Conversion"?

How to increase CTR & Conversion

What is Tracking Code?

How to do Keyword Research for PPC

What is Keyword Research?

Research PPC Keywords

Select Targeted/related Keywords

Analyze Competitors keywords

Find Keywords popularity & Search Volume

Categorize Keywords in Ad groups

PPC Keywords tools and resources

How to Create Ads for PPC Campaigns

Create Effective Ads Ad groups

Bids Management in PPC

What is bidding?

What is Quality Score?

How Quality Score Effect on Bids?

How to Increase Position on Search?

Bid for Ad position

Importance of bidding techniques

How important is Landing Page for PPC

What is Landing Page?

Important of Landing Page

Optimize your landing pages

How to Increase conversion rates

Use 'Calls to Action'

Cost/Conversion

PPC reporting structure

Campaign Performance Reports

Keywords Performance Reports

Ad group Performance Reports

Ads Performance Reports

PPC Campaigns Tools

Google AdWords Tool

SMS Marketing

-How to do bulk SMS

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MODULE-6(Tools)

Web Analytics

Google Analytics

Google Adwords

Web Master tool

Adsense

Google Forms

CERTIFICATIONS

