Digital Marketing

LIMITED OFFER

👉 Basics of Digital Marketing

- Introduction of Digital Marketing
- Importance of Digital Marketing
- How does digital marketing work?
- Types of Digital Marketing
- Increasing Visibility
- Visitors? Engagement
- How to Bringing Targeted Traffic
- Organic Leads Generate

👉 WordPress content management system (CMS)

- BASICS, SETTINGS, APPEARANCE, PLUGINS
- USERS, PAGES, POSTS, MEDIA, TAGS, LINKS
- CATEGORIES, Header, Footer

👉 Competitive analysis and perform keyword research

- Keyword Research And Analysis
- Tools Used For Keyword Research
- Types Of Keywords
- Market Research
- Competitor Website Keyword Analysis
- Localized Keyword Research
- Market Research And Analysis
- Choosing Right Keywords To The Project

👉 Search Engine Optimization(SEO)

- Search Engine Optimization Introduction
- SEO Fundamentals and Concepts
- How Did Search Engine Work?
- Search Engine Result Pages Explained
- Google Processing
- Crawling
- Indexing

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Digital Marketing Course

Off-Page Optimization

- link building strategies
- Difference Between White Hat And Black Hat SEO
- Alexa Rank, Domain
- Link Acquisition Techniques
- Directory Submission
- Search Engine Submission
- Social Bookmarking Submission
- Web 2.0 Submission
- Image Submission, Article Submission
- Video Submission, Forum Submission
- PDF Submission, PPT Submission
- Classified Submission
- Business Listing, Blog Commenting
- Profile link creations, Citations
- Infographics Submission
- Search Engine Backlink Creation on Landing Page
- Increase Domain Authority & Page Authority Factor
- Learn Golden Rules Of Backlink Creation
- How To Avoid Spam Backlink

On-Page Optimization

- Domain & Hosting Selection
- Meta Data Optimization
- Internal Linking
- URL Optimization
- 404 Error Pages
- 301 Redirection
- Canonical Implementation
- H1, H2, H3, H4, H5 and H6 Tags Optimization
- Landing Page Optimization
- Image Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Robot.txt

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SPECIAL OFFER

Webmaster Tools

- Add website and verification
- Search queries analysis
- Setting Geo-target location
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestion

Google Adwords or PayPer Click Marketing

- Google Ads Account Creation and Setup
- Introduction To Online Advertising And Adwords
- Right Keyword selection
- Grouping on Google Keyword Planner Tool
- Adwords Account And Campaign Basics
- Adwords Targeting And Placement
- Adwords Bidding And Budgeting
- Adwords Tools
- Optimizing Performance
- Bidding Strategies
- Ads Type
- Search Ads
- Display Ads
- Video Ads
- Shopping Ads
- Universal App Ads
- Tracking Script
- Set on Conversion Tag
- Remarketing
- Performance Monitoring
- Set on Remarketing Tag
- Set on Goal and Monitoring
- Ads Reports

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👉 Social Media Optimization (SMO)

- **Introduction To Social Media Networks**
- **Post Creation**
- **Social Media Optimization**
- **Types Of Social Media Websites**
- **Social Media Optimization Concepts**
- **Facebook, Instagram, Pinterest, Google+, LinkedIn,YouTube,**
- **Hashtags Creation**
- **Image Optimization**

👉 Social Media Marketing(SMM)

- **Creating Facebook Page For Business**
- **Facebook Optimization**
- **Fan Page Vs Profile Vs Group**
- **Structure of Post**
- **Post Template Creation**
- **Content Creation On Social Media Post**
- **Increasing Fans**
- **Facebook Analytics**
- **Analysis of Likes, Share, Comment, Followers, & Retweet**
- **Facebook Ads**
- **Introduction Twitter**
- **Creating Strong Profiles On Twitter**
- **Followers, Retweets and Clicks,**
- **Conversions, HashTags**
- **Right Hashtag for your Post**
- **LinkedIn Optimization**
- **What Is LinkedIn?**
- **Individual Profile Vs. Company Profile**
- **Branding On LinkedIn**
- **Marketing On LinkedIn Groups**
- **Google Plus**

👉 Instagram Marketing

- **Instagram Reels and Hashtags**
- **instagram viral trick**

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