

Mangalore Digital Academy

Job Oriented Practical Training



Mangalore Digital Academy

[ADVANCED DIGITAL MARKETING TRAINING]

We are in the market with the mission to provide Digital Marketing Services and educate people about Digital Marketing. Our motto is to let people know about the importance and use of Digital Marketing.

<https://www.mangaloredigitalacademy.com/>

Enriching |Empowering| Enlightening

Digital Marketing Curriculum

Digital Marketing Overview:-

What is Digital Marketing?

Digital Vs. Traditional Marketing

Benefits of Digital marketing

Digital Marketing strategy for websites

Search Engine Optimization:-

What is SEO?

Why SEO is important for business?

Introduction to SERP

How search engines work?

Google Operator: So that you can find anything on the web

Google Ranking Factors

What are keywords?

- Different types of keywords
- Google keyword planner tool
- Keywords research process

What is On-Page Optimization?

- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- Heading tags optimization
- Page URL Optimization
- Anchor Links Optimization (Internal Linking)
- Image Tag Optimization
- Creating HTML and XML sitemaps

- Robot.txt and its importance
- Custom 404 Error Page
- Use of Canonical tag
- URL Redirection (301 vs 302 redirection)
- Content Optimization (Keyword Density, Prominence & Proximity)
- Site speed analysis

Google Search Console

- Adding site and verification
- Setting Geo target location
- Search queries analysis
- External Links report
- Crawls stats and Errors
- XML Sitemap
- Robots.txt and Links Removal
- HTML Suggestions

What is OFF-Page Optimization?

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking

White Hat, Black Hat & Grey Hat SEO

Local SEO

- Google Business Page Creation
- Business Page Reviews
- Optimize website for Local SEO
- Local Citations

SEO Tools Overview

- Google Trends
- SEO Moz
- Screaming Frog
- SEMrush & Others

Google Algorithms and Updates

- Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save and recover website from Google Panda & Penguin?

How to Conduct a Comprehensive SEO Audit?

Structure Data (Schema.org) Implementation

AMP Pages

Google Rank Brain

Google Mobile First Indexing

Migrate Website from HTTP to HTTPS

Migrate Website from Old Domain to New Domain

Search Engine Marketing:-

What is SEM?

Why SEM is important for business?

Google AdWords

- PPC Training Introduction
- PPC Account Setup
- 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

Digital Marketing: Google Analytics:-

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- How to add analytics code in website (Html Site/Wordpress)
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- Monitoring traffic sources
- Monitoring traffic behavior
- Exporting Your Data from Google Analytics
- Secondary dimensions
- Drilling down Into Reports

Custom Reporting

- Introduction to Custom Reporting
- Valid Pairs of Dimensions and Metrics
- Designing Your Custom Report

Introduction to Filters

- Types of Filters
- Exercise on Selecting Appropriate Filters

Goals in Google Analytics

- Introduction to Goals
- Configuring Goals
- Configuring Duration
- Time on Site Goal Implementation
- Configuring a Pages/Screen Goal

Integrating Google Analytics with Google Search Console

GTM with Google Analytics

Facebook Marketing:-

Demystifying Community Building on Facebook

- Orientation to Facebook Brand Pages
- EndgeRank Algorithm: Why engagement is a key to success on Facebook?
- How to create Facebook Marketing Strategy?
- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success Relevant Facebook Marketing Success Stories (Global & Indian)
- Facebook Connect (Like, Share, Comment)
- Facebook Pages (Creating, Managing, Retention)

Creating Facebook Marketing Strategy

- From Objectives to ROI
- Competitive Research
- Strategy Presentation by Participants
- Exercise: Participants to create Facebook Marketing Strategy for their organizations
- Types of Facebook Ads
- Facebook Ads vs. Google Ad words
- Significance of CTR (Click Through Rate)
- Optimizing Ad Copy & Targeting
- Exercise: Participants to launch & promote live Facebook Communities

Email Marketing:-

- Understanding Email Marketing
- Setup Tool for Sending Mail
- Sending the Right Email
- Creating a High-Performance Email
- Analyzing your Marketing Emails