DIGITAL ORRA

A Complete DIGITAL MARKETING Course

Lets Build Your Dream Your Plan

Digital Marketing Syllabus

DIGITAL MARKETING COURSE

PART -1

DIGITAL MARKETING OVERVIEW

- What is Digital Marketing?
- Why Digital Marketing is Important?
- Why Digital Marketing over Traditional Marketing?

PART -2

MARKET RESEARCH & ANALYSIS

- Keywords Reserch (Main Keywords, Key Phrase, Prefix and Suffix)
- Competitor Research (Competitor List, Their Presence, Competitor SERP, DA, PA)
- Target Areas and Goals.
- **Roadmap Creation**
- Complete Domain Guide

* Techniques Used in Digital Marketing(SEO, PPC, SMM, SMM, Email Marketing, Display Advertising, Inbound Marketing, ORM)

PART -3

MARKET RESEARCH & ANALYSIS

- **Title, URL, Meta Description & Keywords Optimization**
- **Heading Tags, Hierarchy & Block Level Optimization, Image**
- Presence of Bold, Italic and Listed Items
- Importance of Unique Content
- **Navigation in Page**
- Anchor Text Optimization
- Keyword Proximity, Keyword Prominence, Keyword Density
- LSI (Latent Semantic Indexing)
- Rich Media Content Creation (Inforgraphics, Slides & Video Content

PART -3 (A)

ON PAGE SEO

- Website Structure
- Regular Updation
- Page Loading Speed
- **Content and Code Ratio**
- Link Structure (Tree and Diamond)
- Breadcrumb
- **UI/UX**

PART -3 (A)

OFF PAGE SEO

- Social Sharing
- Social Bookmarking
- Directory Submission
- Link Building Guide
- Link Equity
- **Link Diversity**
- **Reciprocal Link**
- Link Frequency
- Guest Blogging

PART -4

SEARCH BEHAVIOUR

- **CTR Impact**
- Search Spam

LOCAL SEO

- Working Process of Local Search Result
- Google Plus Local Business Creation
- *Bing Places*
- NAP
- Citation for Local SEO

SEARCH ENGINES & THE ALGORITHM

- How Search Engines like Google, Bing and Yahoo Work
- Search Engine Sitemap Submission
- Search Engines Algorithm and Their Importance. (Panda, Penguin, Hummingbird and Their Importance)
- Search Engine Spams
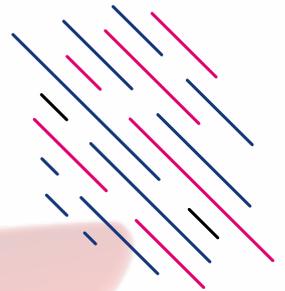
SOME IMPORTANT TERMS IN SEO

- 301 and 302 Redirects and Their Usage
- rel="canonical" rel="nofollow", rel="Noindex"
- DA and PA
- Some Black Hat SEO Terms (Cloaking, Doorway Pages, Link Farming, Content * Spinning, Commenting, Hidden Text) • Nofollow and Dofollow Links
- Robots.txt and .htaccess files
- Introduction to ASO.
Monthly Reporting

PART -5

GOOGLE SEARCH CONSOLE TOOL

- Webmaster/Search Console Website Verifications
- Search Appearance Overview
- Understanding Search Analytics
- Site Backlinks
- Managing Spam Backlinks
- **Managing International and Local Ranking**
- Analyse Google Indexing Status
- Removing Results from Google Indexing
- Understanding Crawling and Its Issues
- Robot.txt Tester and Sitemaps

PART -6

GOOGLE ANALYTICS

- Overview of Google Analytics
- Getting Tracking Codes for Websites
- Users Behaviour and Users Flow
- Getting Insight of Users Behaviour on Website
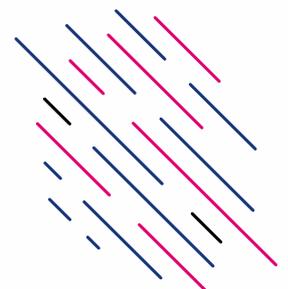- Traffic Analysis
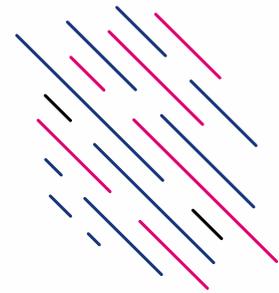- Goal Setup

PART -7

SOCIAL MEDIA MARKETING

- **Facebook Optimization**
- **Facebook Post Methods,**
- Example of Perfect Facebook Post
- **Hashtag and Tagging in Facebook**
- Understanding Facebook Algorithm
- Creating Ads on Facebook
- Facebook Analytics
- **Twitter Optimization**

- Twitter Analytics
- Creating Ads on Twitter
- **Pinterest**
- Google Plus
- **Linkedin**
- StumbleUpon
- **Reddit**

PART –8

CONTENT MARKETING

- How to Build Content Marketing Strategy
- Create Curation for Audience
- Create Content in Slides, PDFs and Video Format
- How to Get Content Development Ideas
- Content Distribution Through Social Media & Other Platforms

PART –9

ECOMMERCE MARKETING

- E-Commerece Market Research
- Importance of Content in E-Commerce.
- Site Structure for E-Commerce
- Ranking New Product
- Managing Duplicate Content
- Managing Seasonal Products
- E-Commerce AdWords Structure
- E-Commerce Affiliate marketing strategy

PART -10

GOOGLE ADWORDS

- Introduction to Google AdWords
- Keyword Research in Pay Per Click Marketing
- Landing Page Creation & Optimization
- Creating First Ad Campaign
- Creating Ad Group & Ad Copy
- Keyword Insertion.
- Different Types of Ad Extension
- Remarketing PPC Ad Campaigns
- Quality Score Optimization
- Conversion Tracking
- A/B Testing and Conversion Optimization.
- Basics of Display Advertising
- Different Types of Display Ads Formats
- Display Ads Targeting Using Different Methods
- Website Traffic Through YouTube Videos
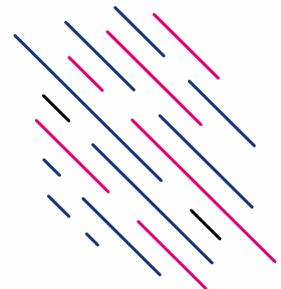- Using YouTube Videos for SEO

PART -11

MOBILE MARKETING

- Creating Mobile Friendly User Interface
- Mobile Apps for Regular Engagement
- App Engagement and Installment Ads

PART -12

ONLINE BIDDING & FREELANCING OVERVIEW

- Introduction to Freelancing
- Overview of UpWork Freelancing Platforms
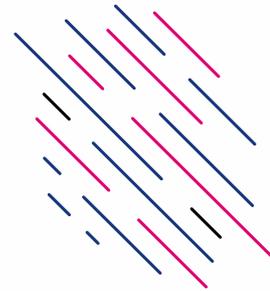- Profile Creation and Increase Profile Visibility

- **Cover Letter Creation**
- Bidding Strategy and Proper Utilization of Bidding Chances
- How to Receive Payments Through UpWork in India

PART –13

BLOGGING

- Introduction to Blogging
- Difference Between Free Hosting and Paid Blogging Platforms.
- Introduction to AdSense and How It Works With Blogging & Web Portals

PART –14

GOOGLE ADSENSE

- Google AdSense Account Requirements & Eligibility Criteria for Approval in **India**
- Different Types of Ad Formats
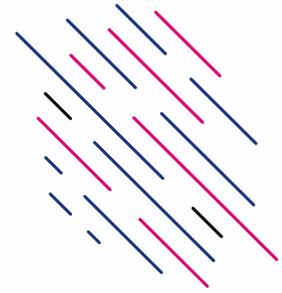- Types of Earnings Payment Procedure

PART –15

AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- How Affiliate Marketing Model Works
- Affiliate Marketing to Increase Sales and Earn Money
- Application and Approval Process of Different Affiliate Networks

Video Marketing

OUR

TEAM

DIGITAL ORRA

GET IN TOUCH

📞 **+91 90412 66297**

✉️ info@digitalorra.com
digitalorra@gmail.com

📍 SCO 19, Second Floor, Sector 11,
Panchkula, Haryana 134109