

# Digital Marketing Syllabus

## ❖ **Introduction to Digital Marketing**

What is Digital Marketing?

Digital Marketing vs Traditional Marketing

Benefits of Digital Marketing

Digital Marketing Channels

## ❖ **HTML Website Designing**

What is a Website?

What is HTML?

Introduction to HTML Code

Designing the Static website

Live Project

## ❖ **Domain Registration & Hosting**

What is Domain Name?

Types of Domains

How to choose a Domain Name?

Register a Domain Name

Things to look for Hosting a Website

How to Host a Website?

## ❖ **Wordpress Website Designing**

What is Wordpress?

Benefits of using Wordpress

Wordpress Installation

Managing Themes  
Theme Settings and Customization  
Categories, Tags, Posts & Pages  
Adding Menus & Widgets  
Plugin Installations  
Live Project

## ❖ **Search Engine Optimization (SEO)**

What is SEO?

Types of SEO

On Page SEO -

Keyword Research

Google Keyword Planner

Competitor Analysis

Finalizing the Keywords List

URL Optimization

Title Tag Optimization

Meta Tag Optimization

Content Optimization

Sitemaps Generation

Robots.txt

Off Page SEO -

Link building

Directory Submission

Social Bookmarking

Article Submissions

Profile Creations  
Business Listings  
Guest Blog Posting

## ❖ **Social Media Marketing (SMM)**

What is Social Media?  
Importance of Social Media

Facebook –  
Facebook Business Page Creation  
Facebook Posts  
Facebook Ads  
Lead Generation through Facebook

LinkedIn -  
LinkedIn Profile Creation  
LinkedIn Posts  
LinkedIn Ads  
LinkedIn Job Posts  
Lead Generation through LinkedIn

Twitter -  
Twitter Profile Creation  
Twitter Posts  
Twitter Ads  
Lead Generation through Twitter

## ❖ **Google Adwords/ Pay per click (PPC)**

What is PPC?

Search Advertising

Display Advertising

Remarketing

Bid & Budget

Keywords Match Types

Adwords Billing

Run Adwords Campaign

## ❖ **YouTube Marketing**

What is YouTube Marketing?

Creating a Channel

Customizing a Channel

Create Marketing Strategy

Promoting Videos

Paid Advertisements on YouTube

## ❖ **Email Marketing**

What is Email Marketing?

Benefits of Email Marketing

Effective Email Campaign

Introduction to Mail Chimp

Account Setup

Email Marketing Strategies

## ❖ **Inbound Marketing**

What is Inbound Marketing?

Why use Inbound Marketing?

Understanding the Target Audience

Stages of Inbound Marketing

## ❖ **Google Analytics**

What is Analytics?

Importance of Analytics for Business

Introduction to Google Analytics

Installing Analytics Code

Interface tour of Google Analytics

Audience Overview Report

Active Users

User Behaviour

User Flow Report

Traffic Source Overview

## ❖ **Google AdSense**

What is Google AdSense?

Google AdSense Guidelines

How to earn Online?

## ❖ **Affiliate Marketing**

What is Affiliate Marketing?

How Affiliate Marketing Works?

How to make money?

Affiliate for ecommerce industry

## ❖ **Lead Generation**

What is Lead Generation?

Landing Page Creation

Landing Page Optimization

Converting Leads into Sales

## ❖ **SMS Marketing**

What is SMS Marketing?

Promotional SMS

Transactional SMS

SMS Software Implementation

## ❖ **E-Commerce Marketing**

What is Ecommerce Marketing?

Types of Ecommerce

Strategies for Ecommerce Marketing

Challenges in Ecommerce

Digital Marketing in Ecommerce

## ❖ **Online Reputation Management**

What is ORM?

Importance of ORM

How to implement ORM?

Case Study

## ❖ **Certifications**

- Google Digital Garage Certification
- Search Advertising Certification
- Display Advertising Certification

## ❖ **Freelancing**

- What is Freelancing?
- How Freelancing works?
- How to start?
- Online Freelancing Networks
- Create a profile

## ❖ **Interview Preparations**

- Interview questions
- Mock Interview Sessions
- Personality Development Session