ANALYTICS BENCHMARK

Digital Marketing Course Content

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INTRODUCTION TO DIGITAL MARKETING

What Is DM ?

Why DM Is Must Need For EveryOne?

What Is Traditional Marketing ?

What's the Diff B/W DM & TM ?

Which Is Best For Small Business ?

How DM Helps to Small Business ?

MODULES WE COVER

1. Search Engine Optimization
2. Google Search Console
3. Search Engine Marketing
4. Google Ads
5. Social Media Marketing
6. Social Media Optimization
7. Google Analytics
8. Email Marketing
9. Affiliate Marketing
10. Online Reputation Management
11. Lead Generation
12. Influencer Marketing
13. Content Marketing

Swipe To See Sub Concepts

1. WORDPRESS

II. INTRODUCTION TO WEBSITE

- Introduction
- What Is Domain?
- How to Buy A Domain?
- How To Buy A Hosting?
- How to Configure A Domain to Site
- Hosting SetUp

Create Website Without Coding Skills:

- How To Install WordPress
- How To Select Theme
- Important Plugins We Need
- Theme Customization
- Create Menus
- Create Pages & Posts
- Create Legal Pages
- Create Contact & Sign Up Forms
- And More...

6000/- Worth Website Design Course Free

2. SEARCH ENGINE OPTIMIZATION

INTRODUCTION TO SEO

- Introduction
- Understanding the website
- Website Analysis
- What is Search Engine Optimization?
- Importance of SEO in Digital Marketing
- How SEO can help in In leveraging Business
- SERP Layout
- Different Types of Search Engines
- How Search Engines Work?
- Operators Used in SEO
- Algorithms and updates of Google

RESEARCH AND ANALYSIS OF KEYWORDS

- What Is Keyword ?
- Types Of Keyword ?
- Keyword Research Techniques
- Keyword Research Tools

ON PAGE OPTIMIZATION	OFF PAGE OPTIMIZATION
- What is On Page Optimization - Types of websites - Web layout Structure - File Name Optimization - Title Optimization - Meta Description, Meta Robots - URL Optimization - Canonical URL - Heading Optimization - Bread Crumbs - Content Optimization - Keyword Optimization - Anchor linking - Image optimization - Alt Tag Optimization - Embedding video - Footer Optimization	- What is Off Page Optimization - Difference between On page and - Off Page Optimization - Importance of Back links and Citations in SEO - Link Building Techniques - Directory Submission - Classified posting - Social Bookmarking - Event Submissions - PPT Submissions - PDF Submissions - Podcast Submissions - Web 2.0 - Forum Submissions - Profile Linking - Blog Commenting - Infographic Submissions - Search Engine Marketing - Image Submission - Video Submission - Document submission - Press Release

LOCAL SEO

What Is Local SEO?

Why Local SEO & Importance?

How Local SEO Results Look Like?

TECHNICAL SEO

- Url Redirections
- 301 Redirection
- 302 Redirection
- Robots.txt
- Sitemap Submission
- Fixing Errors
- Fast Crawling

BLACK HAT SEO

- What Is Black Hat SEO?
- Black hat tips and tricks

SEO TOOLS

- SEM Rush (Paid)
- Ahrefs (Paid)
- Majestic SEO (Paid)
- Keyword Planner (Free)
- Keywordtool.io (Paid)
- Disavow tool (Free)

3. GOOGLE SEARCH CONSOLE

STEP BY STEP GCS OVERVIEW & SETUP

- How to submit a website to search
- console
- URL Inspection
- Performance
- Index coverage
- Sitemaps
- Mobile usability
- Links
- Security and manual actions

4. SEARCH ENGINE MARKETING

INTRODUCTION TO SEM

- What Is SEM?
- Why SEM & Importance?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings
- Automated Targeting
- writing awesome headlines
- Integrating Ad extensions
- Fitting right keywords and More

5. GOOGLE ADS

INTRODUCTION TO GOOGLE ADS

- What Is Google Ads
- Why Google Adwords?
- Difference between bing ads and google ads
- Understanding the KPI
- Benefits of Google Ads

SETTING UP ADWORDS ACCOUNT

- Sign up Process
- How to get **2000 rs** Free Credit
- Billing setting
- User account creation
- User Access Levels
- Setting up Campaigns

CAMPAIGN SET UP

- Types of Campaigns
- How to fit the right campaign to the business
- Objective
- Location Setting
- Language Setting
- Ad rotation
- Experiments
- Daily budget selection
- Ad scheduling

AD GROUP SET UP	ADS SET UP
- What is Ad Group? - How to set up Ad Groups - Keyword Research - **Keyword Match Types** - Broad Match - Broad Match Modifier - Phrase Match - Exact Match - Negative Match	- Setting up Google Ads - Different types of Ads - Expanded Ad Format - Responsive Ad Format - Image Creation Sources - Call Only Ad - Structure of Ads - Writing the Ad Copy - URL Options - Mobile URL Option - Google Ads Guidelines

AUCTION PROCESS

- How google ads auction occur?
- Metrics of google ads
- Ad rank calculation
- Quality score
- Quality score calculation
- Factors affecting Quality score
- What is Actual CPC
- How is it Actual CPC Calculated?

AD EXTENSIONS

- Sitelinks Extension
- Callout Extension
- Structured Snippet
- Call Extension
- Message Extension
- Location Extension
- Affiliate Location Extension
- Price & Promotion Extension
- App Extension

CONVERSION TRACKING

- What is Conversion?
- Types of Conversions
- Website Conversion
- Live Practical integration of conversion
- Tracking
- App Conversion
- Call Conversion
- Offline tracking (Import)
- Implementation Conversion Tracking

DISPLAY ADS CAMPAIGNS

VIDEO ADS CAMPAIGNS

GMAIL ADS

SHOPPING ADS

REMARKETING CAMPAIGN

GOOGLE ADS CERTIFICATION

- How to take up test
- Eligibility rules
- Duration of each test
- Different types of Google Ads examinations
- Search
- Display
- Mobile
- Video
- Fundamentals
- Sample Google Ads question and
   answer guide
- How to get google Partner Badge

6. SOCIAL MEDIA MARKETING

FACEBOOK MARKETING

- Importance of facebook in branding a
   product or service
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Edge Rank Algorithm
- Group creation
- Event creation
- Facebook resources
- Facebook Like Box
- Facebook content creation strategy
- How to improve likes, shares, and comments
- How to build a brand on Facebook
- Hashtags
- Sponsored posts
- Sponsored stories
- Sponsored events
- Facebook Tools

YOUTUBE MARKETING

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- YouTube Engagement Metrics

INSTAGRAM MARKETING

- How Brands use Instagram
- Creating an Instagram Account
- Tour of Instagram App
- Content strategy for Instagram
- Story vs Instagram Post
- How to use Stories?
- How to use Hashtags?
- Tools used for finding trending hashtags
- Tools used for Influencer Marketing
- What is IG TV?
- How to use IG TV?
- Instagram Ads
- Objectives of Instagram Ads
- Reports & Analysis

QUORA MARKETING

LINKEDING MARKETING

SOCIAL MEDIA TOOLS

- Hootsuite
- Buffer App
- Canva
- InShot
- Prism

7. SOCIAL MEDIA OPTIMIZATION

SOCIAL MEDIA OPTIMIZATION

- What is social media Optimization?
- How is it important in business?
- How can social media be integrated
  with the website?'
- Case studies on various social media platforms
- Setting up a vision, mission & goals for SMO

8. GOOGLE ANALYTICS

INTRODUCTION TO ANALYTICS

- How to Link Website to Google
   Analytics Account
- User
- Session
- Visit
- Pageviews
- Unique Pageviews
- Goals
- Unique Sessions
- Active users
- Cohort Analysis
- Demographics
- GEO
- Interests
- Behavior
- Technology
- Mobile
- Benchmark
- Users Flow

9. E-MAIL MARKETING

INTRODUCTION TO EMAIL MARKETING

- What is E Mail Marketing?
- How is E-Mail Marketing Important
   in Digital Marketing?
- Why E- Mail Marketing?

EMAIL MARKETING PRACTICES

- What to write?
- How to write?
- E-Mail Scheduling?
- List Creation
- OPT in List
- E-Mail Template Design Parameters
- Workflow automation.

E-MAIL MARKETING REPORTING

- E- Mail Reporting Metrics
- Open rate Calculation
- Click Rate
- Hard bounce
- Soft Bounce
- A/B Testing

EXTRA CONCEPTS WE COVER
WHICH OTHER INSTITUTES DON'T

CHAT MARKETING

BLOGGING

QUICK APPROVAL ADSENSE

STUDENTS WILL GET

- ✔ **COURSE COMPLETION CERTIFICATE**
- ✔ **RESUME TEMPLATES**
- ✔ **INTERVIEW QUESTIONS**
- ✔ **TOP DIGITAL MARKETING 4+ EBOOKS**