

Professional Digital Marketing Course Content

- Professional Digital Marketing Program
- Search Engine Optimization
- Pay Per Click
- Adwords
- Search Engine Marketing
- Social Media Optimization
- Social Media Marketing
- Video Search Engine Optimization
- Analytics
- We b Masters
- Email Marketing
- E Commerce Marketing
- Online Reputation Management
- Wordpress Basics
- Search Engine History
- Basic Components of SEO
- Content Marketing / Optimization
- Interview Tips

Understanding Management and Company :

- Introduction to Management
- Departments Present in an Organization
- New Department (Digital Marketing)
- Digital Marketing - Where is it used ?

Module 1 : Search Engine Optimization

- Introduction to Search Engine
- Basic Components of Search Engine
- Search Engine History
- How Search Engine Works ?
- Keyword Analysis
- On Page Optimization Techniques
- Off Page Optimization Techniques
- Reports

Module2: Search Engine Marketing

- Introduction to Search Engine Marketing
- Tools Used for Search Engine Marketing
- Display Advertising Techniques

- Report Generation
- Module

Module3: Social Media Optimization

- Introduction to Social Media Marketing
- How SMO helpful and important for the company
- Advanced Facebook Marketing
- Twitter Marketing
- Linkedin Marketing
- Google Plus Marketing
- Pin Interest
- Slide Share

Digital Marketing

- What is Digital Marketing
- How is it different from Traditional Marketing?
- ROI between Digital and Traditional Marketing
- Discussion on E-Commerce
- Discussion on New Trends and Current Scenario of the World ?
- How can Digital Marketing be a tool of success for companies?
- Analysis of Recent Info Graphics released by Companies - about Digital Marketing ?
- How Did Digital Marketing Help the Small Companies and Top Inc
- Diagnosis of the present Website and Media - or Promotion Plan.
- How are Each and Every Departments using Digital Marketing?

Introduction to SEO

- What is Search engine optimization ?
- History of Search engine
- How is SEO important for digital marketing?
- How is search engine impact the brand and sales of a company?
- How does search engine algorithm work?
- Components of search engine
- Operator used in search engine
- Algorithms used in SEO
- Updates of SEO

Research and Analysis of Keywords

- Importance of keywords in SEO
- What are keywords of a particular company
- Research on keywords
- Different types of keywords
- Analysis of keywords using google ad words
- Competitor analysis
- Fitting right keywords to the projects

On-Page Optimization

- How is On page Optimization Important in SEO
- Differences between Dynamic Sites and Static Sites
- Domain Name Optimization
- Pre Optimization Report
- Keyword Research
- Competitors Website Analysis
- Meta Tag Optimization
- How to write Meta Descriptions
- Rewriting Robot Friendly Text
- H1, H2 Tabs Optimization
- Alt Tag Optimization
- Header Optimization
- Footer Optimization
- Website Structure / Website Layout
- Body Text and Content
- Site map creation and Hosting
- Image Optimization
- URL Optimization
- Web Masters
- Wordpress SEO
- Blackhat SEO
- White Hat SEO
- Gray Hat SEO

Google Webmasters Tools

- Adding a Site and Verification process
- Configuration
- Settings
- Geographic Settings
- Site Links
- Crawl Errors / Stats
- Google Fetch
- Traffic
- Search Queries
- Links to Site / Internal Links

•Sitemaps

- Content Keywords Etc

Google Analytical Tools

- Dash Boards
- Real Time Traffic
- Audience
- Acquisition
- Behaviour

Off page Optimization

- Introduction to Off page Optimization
- Factors effecting Off page optimization
- Importance of Off page Optimization
- How to build links (Internal and external)
- Types of Linking Methods
- Search engine submission (Global and Local)
- Directories submission (General, Product and Country)
- Blog Creation and Blog Commenting
- Creation of forums and Participating in forums
- Classifieds Posting
- Social media optimization (Facebook, Twitter, LinkedIn, Digg etc., Pages, Groups, Tabs etc)
- Importance of Social Media Buttons
- Article Posting
- Free Press Releases
- RSS feed submission
- We b 2.0 Submission
- Link Wheel
- PPT Slide Share, PDF Submission
- Video Submission
- Indexing and Pinging
- Google maps Creation
- Infographics

SEO Reporting

- Website position analysis
- Monitoring website Ranking With Different Keywords
- Renewal Of Expiry Trade Leads And Posting New Trade Leads
- Constant Research Of Updated Technology For Better Positioning

- Research On Current Popular Directories And Site Submission
- Changing Methodology With Change In Search Engine Algorithm

Social Media Optimization

Introduction

- What is social media?
- How is it important in business?
- How can social media be integrated with the website?
- Case studies on various social media
- User engagement statics
- Different social media platforms
- Making a research on our country, gender and location wise statics of social media various platform users
- Setting up a vision, mission and goals for social media optimization
- Facebook Marketing
- Importance of facebook in branding a product
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Edge Rank Algorithm
- Group creation
- Facebook updates
- Facebook resources
- Facebook Like Box
- Facebook top brands case study
- Facebook hidden buttons
- Facebook tricks
- Facebook content creation strategy
- How to improve likes, share and comments
- How to build brand on facebook
- Facebook budget management
- Hash tags
- Facebook advertising
- Sponsored posts
- Sponsored stories
- Sponsored events
- Sponsored likes
- Custom Tabs
- Facebook Tools

Social Media Tools

- Hoot suite

- Buffer App

Blogs

- Creation of blogs in Wordpress
- Importance of blogging in Digital marketing

Twitter Marketing

- Importance of twitter in building brand & business
- Fan Engagement in twitter
- Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags
- How to engage with users on twitter
- How to integrate twitter with other social networking sites
- Case studies on twitter

Linkedin Marketing

- What is linkedin?
- How is linkedin important for business?
- Role of linkedin in getting brand promotion
- Role of linkedin human resource department
- Profile creation
- Company page creation
- Group creation
- User engagement

YouTube Marketing

- Creation of user profile
- Creation of company profile
- Integration of social buttons
- How to post videos
- How to give keywords to appear video on search engine
- Video advertising

Social Marking

- What is social book marking?
- Role in search engine optimization?

Others

- Slide share
- Scribd
- Stumble upon



IT's next generation

- Delicious
- Digg
- Delicious
- Pinterest
- Instagram
- Flickr

Creating Campaign

- Understanding purpose of Campaign
- Account Limits in Adwords
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Automatic campaign optimization (Display only)
- Purpose of Ad Groups
- Keyword Type (Broad, Phrase, Exact and Negative)
- Ad words keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords
- Dash Board
- Automate Tool
- Search Terms + Single Keywords Auction
- Columns Customization
- Alerts Setting
- Filters

Adwords Account Setup

- Creating Adwords Account
- Adwords Dash Board
- Billing in Adwords

Website Optimizer

- Conversion Tracking
- Dimensions Reports
- Google Analytics Tools

Multi User Access

- User Access Levels
- My Client Centre (MCC)

- Change History Tool

Ad formats and Ad guidelines

- Ad Types in Adwords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Ads Preview and Diagnosis

Conversion Tracking

- Purpose of Conversions
- Create your Conversion Tracking Code
- Tracking the conversion for Multiple Product

Display Network Targeting

- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- Manual Placements
- Placement Tool
- Contextual Targeting Tool
- CPC Bidding and CPM Bidding
- Setting a Video Campaign
- Audience Tab
- Topics Tab

Reports

- Conversion Tracking
- Dimensions Reports
- Google Analytics Tools

FREQUENTLY ASKED QUESTIONS

Who can attend this course ?

Digital Marketing is universal course and anyone who wishes to have their career in social media and passionate about gadgets / applications can join this course. It would be an added advantage of MBA/BBA/B. Tech students, BSC computer/ electronics, Mass communication students.

What designation do I get after completion of the course ?

- Social Media Analyst
- Internet Marketing Manager or Executive or professional
- Digital Marketing Executive
- Digital Marketing Manager
- Digital Marketing Analyst
- Digital Marketing Strategist
- Search Engine Optimization Specialist/ professional
- Search Engine Marketing Specialist/ analyst/professional
- Google Adwords Professional
- PPC Analyst
- Public Relation Officer
- Technology Journalist
- Blogging Specialist

What type of industries offers jobs to Digital Marketing Professionals?

E-commerce industry, Media Banking, Insurance, IT/ITES, Advertising Agencies, Manufacturing Companies, Hotels and Restaurants, Food and Beverage Industry, Commerce Industry, Travel Industry, Electrical and Electronics, Retail Food Chains and many others. Every Company needs this department now so there is no particular industry where you can get placement every company has this department.

What would be the remuneration for a fresher in Digital Marketing?

For fresher's salary could be from a range Rs 10,000/- to 30,000/-

Is it a certified course ?

Yes, Magnitia Skilltech offers Certificate to all the students after successful completion of the course

Will Magnitia Skilltech help with placement Assistance ?

Yes, we provide placement Assistance, throughout the course we conduct tests, we will make you to undergo various assignments and case studies. We also provide resume profiling services. ie: we will prepare you resume and conduct mock interview and we also ensure that you had learnt all the theoretical and practical concepts.

Advantage for Students:

- 100% Placement assistance
- Real time company assignments
- Excellent infrastructure with extended lab hours
- Excellent Placement track record
- Scholarship reward to students who refer their friends
- Company oriented training Knowledge
- Live project and Practical Sessions
- Limited Strength
- Certificate

Training Highlights

- Training by Real Time IT Professional with 9+years of extensive experience on Digital Marketing
- In-depth coverage with live project
- Top Quality course material for self-study and future reference
- Dedicated systems for lab practice
- Unlimited Lab Access till you get Job
- Guided Lab sessions by experienced lab faculty with hands-on practices
- Interview questions & preparation sessions by expert IT Professionals