



advertisement sign-ups revenue result landing page analytics leads traffic clicks conversion rate
digital marketing
email list google search engine optimization product
social media commission referrals targeting

GROW
UP TechSkill

DIGITAL MARKETING COURSE MODULE

WHO SHOULD ATTEND?

If you are one of the following who is looking for leveraging Digital Marketing for personal or organizational growth, then CDMM course is for you:

- Marketing Professionals
- Sales Professionals
- Business Owners
- Entrepreneurs
- Digital Marketing Professionals
- Students



COURSE CURRICULUM

CORE MODULES



SEARCH ENGINE
OPTIMIZATION (SEO)



SEARCH ENGINE
MARKETING (SEM)



SOCIAL MEDIA
MARKETING (SMM)



WEB
ANALYTICS

TRAINING CURRICULUM

Number of Training hrs in Core Modules: (78 hours Live Sessions + 13 hours Quizzes + 120 hours Tasks)

1. SEARCH ENGINE OPTIMIZATION (SEO) 4 Weeks

INTRODUCTION TO SEO

How Search Engines Work

Indexing & Crawling Basics
Optimizing Crawl Budget

Intro to SEO

Organic Search vs. Paid Search Results
Anatomy of a Search Result (Search Snippet)
What is On-page SEO (Content, Architecture, HTML)
What is Off-page SEO / Link Building (Social, Content-based, PR)

Keyword Research

Finding Seed Keywords: Mind Map for Keyword Research
Using Wikipedia, Forums for Keyword Research
Keyword Research Process - Identify Seed Keywords, Collect metrics, Map Keywords
Google Keyword Planner Tool

ON-PAGE SEO

HTML Basics

Web Page Basics: What is HTML, JavaScript, CSS
Basic HTML Tags to create a web page
HTML Tags for SEO: Title, H1, META Tags, IMG, A Href

On-page SEO

Title, H1, Meta Description, Keyword Usage
Crawling: XML, HTML Sitemaps, Robots.txt
Content Clusters (Creating SEO-based content)
Negative on-page to avoid

Technical SEO

URL Architecture
Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
301 Redirects

Mobile SEO

App Store Optimization
Mobile Websites : Responsive, Adaptive, Dynamic
Optimizing for Voice Search

Schema Markups

What is Schema & Why is it relevant to SEO.
Schema Types - Micro, JSON-LD
Common JSON Schema Tags - Organization, Website, BlogPosting, LocalBusiness
How Schema shows up in SERPs

OFF-PAGE SEO

Link Building

What is Link Building
Link Building Tactics
Manual Link Building Process
Link Building Metrics

Social SEO

Quora
YouTube Video SEO
Slideshare, Scribd and other social channels for SEO

Local SEO

What is Local SEO, Pigeon Update
Google My Business, Bing Places
Local Pages on your website
Local listings / citations

SEMRush.com Backlink

Backlink audit of one website
How to audit backlinks of competitors and gain insights

SEO AUDIT, TOOLS, MEASUREMENT

SEO Audits

What are SEO Audits.
Different Types of SEO Audits.
Complete SEO Audit with Checklist - Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit

Google Search Console

Algorithm Updates

History of Google Algorithms
Panda, Penguin, Pigeon, Caffeine updates
RankBrain and the Future of SEO

Measurement with Google Analytics

Basics of Google Analytics
SEO Metrics to Measure -
On-page, Off-page, Technical
SEO Reporting

SEO Resources, Careers in SEO

Basics of Google Analytics
SEO Metrics to Measure -
On-page, Off-page, Technical
SEO Reporting

2. SEARCH ENGINE MARKETING (SEM) *5 Weeks*

INTRODUCTION TO SEM – FUNDAMENTALS & CASE STUDIES

Consumer Journey
What is SEM? Why SEM?
What is Google AdWords? Why Google AdWords?
Google Network
AdWords Terminologies
How Does the SEM Auction Work?
Structure of an AdWords Account
Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them.
Creation of Search Network Campaign

Ad
Ad Formats
Ad Text Policies
Ad Text Best Practices
DKI
Ad Extensions
Keyword Research
Tool – Keyword Planner & Estimator
Keyword Match types
Keyword Strategies
Landing Page
Bidding and Budget
Optimizing the SN Campaign using the KW Planner, Match types, Ad Text best practices, etc.

CREATION OF GOOGLE DISPLAY NETWORK

GDN Targeting Options
Display Ad Formats
Ad Gallery Tool
Conversion Tracking
GDN Campaign Creation - Demo
Remarketing
Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
Advanced Display: Smart Display Campaigns

MOBILE AD CAMPAIGNS

Universal App Campaigns
Mobile-Specific Bidding and Targeting Strategies
Measuring Mobile Ad Performance and Conversions
Report Editor
Optimization Strategies
Account Audit Demo

SHOPPING CAMPAIGNS - INTRODUCTION

What are Google Shopping Ads /Product Listing Ads?
Where do they appear on Google? What Shoppers on the internet do?
What retailers need? – New Advertising technologies
Google Shopping set retailers up for success
Features of Google Shopping Why PLA's? And the path to create PLA Ads
Merchant Centre Steps
Create Shopping Campaign on Google AdWords
Track Performance and Optimize the Campaigns

YOUTUBE MARKETING - INTRODUCTION & AD FORMATS

YouTube Ad Formats
YouTube Campaign Creation
YouTube Analytics
Video Campaign Optimization Tips

3. SOCIAL MEDIA MARKETING (SMM) *5 Weeks*

GETTING STARTED WITH SOCIAL MEDIA MARKETING

Introduction to Social Media

Facebook Marketing

Creating Content for Facebook & Social Media

- Why Content is the foundation of SMM
- Psychology of Social Sharing
- Building Content That is Inherently Shareable

Tools for Content Creation

FACEBOOK MARKETING

What is Facebook Marketing

- Facebook Page Best Practices
- KPIs to measure success
- Facebook Insights
- Facebook Business Manager

How does Facebook Advertising Work?

- Facebook Ad Campaign Objectives
- Facebook Ad Targeting

INSTAGRAM & LINKEDIN MARKETING

Marketing on Instagram

- Optimizing your Instagram business profile
- Crafting an Instagram content strategy
- Best Practices
- Influencer Marketing on Instagram
- Analytics & Measurement
- Instagram Ads

LinkedIn as a Marketing Platform

- LinkedIn for Personal Branding
- Brand Marketing on LinkedIn
- LinkedIn Company Pages
- LinkedIn Advanced Search
- LinkedIn Premium
- LinkedIn Ads

TWITTER AND SNAPCHAT MARKETING

Twitter Marketing

- Twitter Marketing for Brand Awareness
- Twitter Ads
- Twitter Analytics
- Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist

Snapchat Marketing

- Snapchat for business
- Building a following
- Driving Engagement
- Analytics & Measurement

PINTEREST MARKETING & CREATING A SUCCESSFUL DIGITAL MARKETING STRATEGY

Pinterest Marketing

- Pinterest for business
- Marketing on Pinterest
- Best Practices
- Leveraging Rich Pins
- Analytics & Measurement

SMM Tools

- Hootsuite
- Buffer
- Tweetdeck
- SproutSocial

Crafting a Successful Social Media Strategy

- 10-step framework to crafting a successful SMM strategy
- Building Content That is Inherently Shareable
- Creating Content for multiple platforms
- Generating content ideas and building a plan
- Effective Content Distribution
- Evaluating success

4. WEB ANALYTICS *5 Weeks*

INTRODUCTION

What's Analysis?
Is Analysis Worth the Effort?
-Small Businesses
-Medium and Large Scale Businesses
Analysis vs Intuition
Introduction to Web Analytics

GOOGLE ANALYTICS

Getting Started With Google Analytics
How Google Analytics Works?
Accounts, Profiles and Users Navigation
Google Analytics
Basic Metrics
The Main Sections of Google Analytics Reports
-Traffic Sources
-Direct, Referring, and Search Traffic
-Campaigns
-AdWords, AdSense

CONTENT PERFORMANCE ANALYSIS

Pages and Landing Pages
Event Tracking and AdSense
Site Search

VISITORS ANALYSIS

Unique Visitors
Geographic and Language Information
Technical Reports
Benchmarking

SOCIAL MEDIA ANALYTICS

Facebook Insights
Twitter Analytics
YouTube Analytics
Social Ad Analytics /ROI Measurement

ACTIONABLE INSIGHTS AND THE BIG PICTURE

Recap of Google Analytics Reports & Tools
Finding Actionable Insights
Getting the Organization Involved
Creating a Data-driven Culture
Resources
Common Mistakes Analysts Make
Additional Web Analytics Tools

SOCIAL CRM & ANALYSIS

Radian6
Sentiment Analysis
Workflow Management
Text Analytics

DIGITAL ANALYTICS

WebMasters
AdWords Reports, Custom Reports
Dashboard and Segmentation
Multi-Channel Funnels Reports Attribution Modelling and Reports

PLATFORM PRINCIPLES

The Platform Components
The Data Model
Measurement Protocol Data Collection
Importing Data into Google Analytics
Reporting APIs and Report Sampling