Digital Marketing Syllabus

Module 1: Introduction to SEO & Keyword Research

Introduction to SEO

- What is Search Engine Optimization (SEO)?
- How Do Search Engines Work?
- Basics of Indexing and Crawling
- Optimizing Crawl Budget
- Organic Search vs. Paid Search Results
- Anatomy of a Search Result (Search Snippet)
- Introduction to On-Page SEO
- Introduction to Off-Page SEO and Link Building

Keyword Research

- Finding Seed Keywords
- Mind Mapping for Keyword Research
- Using Wikipedia and Forums for Keyword Research
- Keyword Research Process:
    - Identifying Seed Keywords
    - Collecting Keyword Metrics
    - Mapping Keywords
- Google Keyword Planner Tool

Module 2: On-Page SEO & Technical SEO

HTML Basics

- Web Page Basics: HTML, JavaScript and CSS
- Basic HTML Tags for Creating a Web Page
- HTML Tags for SEO:
    - Title Tag
    - H1 Tag
    - Meta Tags
    - Image (IMG) Tag
    - Anchor (A) Tag

On-Page SEO Elements

- Crawling and Indexing
- XML and HTML Sitemaps
- Robots.txt
- Content Clusters and SEO-Based Content Creation

- Negative On-Page SEO Practices to Avoid

Technical SEO

- URL Architecture
- Page Speed Analysis:
  - GTmetrix
  - YSlow
  - Google PageSpeed Insights
- 301 Redirects

Mobile SEO

- App Store Optimization (ASO)
- Types of Mobile Websites:
  - Responsive
  - Adaptive
  - Dynamic
- Optimizing Websites for Voice Search

Schema Markup

- What is Schema Markup and Why Is It Important for SEO?
- Types of Schema: Microdata and JSON-LD
- Common Schema Types:
  - Organization
  - Website
  - Blog Posting
  - LocalBusiness
- How Schema Markup Appears in Search Engine Results Pages (SERPs)

Module 3: Off-Page SEO & Local SEO

Link Building

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

Social SEO

- Quora Marketing
- YouTube Video SEO
- SlideShare, Scribd and Other Social Channels for SEO

Local SEO

- What is Local SEO?
- Google Pigeon Update
- Google Business Profile (Google My Business)
- Bing Places
- Creating Local Pages on Your Website
- Local Listings and Citations

Backlink Audits Using SEMrush

- Conducting a Backlink Audit of a Website
- Auditing Competitor Backlinks
- Gaining Insights from Competitor Backlink Analysis

Module 4: SEO Audits, 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 Using GTmetrix and Google PageSpeed Insights
- Mobile Website Audit
- Google Search Console

Google Algorithm Updates

- History of Google Algorithms
- Panda Update
- Penguin Update
- Pigeon Update
- Caffeine Update
- RankBrain and the Future of SEO

Measurement with Google Analytics

- Basics of Google Analytics
- SEO Metrics Measurement:
    - On-Page SEO Metrics
    - Off-Page SEO Metrics
    - Technical SEO Metrics
- SEO Reporting

SEO Resources & Career Opportunities

- Top SEO Blogs to Follow
- Free SEO Learning Resources

- Moz Resources
- Google Analytics Resources
- Career Opportunities in SEO

Module 5: Introduction to SEM – Fundamentals & Case Studies

- Understanding the Consumer Journey
- What is Search Engine Marketing (SEM)?
- Why is SEM Important?
- What is Google Ads?
- Why Use Google Ads?
- Google Advertising Network
- Google Ads Terminologies
- How Does the SEM Auction Work?
- Structure of a Google Ads Account

Campaign Types

- Search Campaigns
- Display Campaigns
- Video Campaigns
- Shopping Campaigns
- Mobile-Specific Campaigns
- Understanding When and Why to Use Different Campaign Types

Module 6: Search Network Campaign Creation & Optimization

Creating Search Network Campaigns

- Creating Search Ads
- Different Ad Formats
- Ad Text Policies
- Ad Text Best Practices
- Dynamic Keyword Insertion (DKI)
- Ad Extensions / Assets

Keyword Research

- Keyword Research for Google Ads
- Google Keyword Planner
- Keyword Estimator
- Keyword Match Types
- Keyword Strategies

Campaign Setup & Optimization

- Landing Page Optimization

- Bidding Strategies and Budget Management
- Optimizing Search Network Campaigns
- Using Keyword Planner for Campaign Optimization
- Improving Keyword Match Types
- Applying Effective Ad Text Best Practices

Module 7: Google Display Network (GDN)

- Introduction to Google Display Network
- GDN Targeting Options
- Display Ad Formats
- Ad Gallery Tool
- Conversion Tracking
- Google Display Network Campaign Creation – Practical Demo

Remarketing

- Introduction to Remarketing
- Remarketing Strategies
- Advanced Display Advertising:
    - RLSA
    - Dynamic Remarketing
    - YouTube Remarketing
    - Smart Display Campaigns

Module 8: Mobile Advertising & Shopping Campaigns

Mobile Ad Campaigns

- Universal App Campaigns
- Mobile-Specific Bidding Strategies
- Mobile Targeting Strategies
- Measuring Mobile Ad Performance
- Conversion Reports
- Report Editor
- Mobile Campaign Optimization Strategies
- Google Ads Account Audit – Practical Demo

Shopping Campaigns

- Introduction to Google Shopping Ads / Product Listing Ads (PLAs)
- Where Google Shopping Ads Appear
- Understanding Online Shopper Behaviour
- Requirements for Retailers
- New Advertising Technologies
- How Google Shopping Helps Retailers Succeed
- Features and Benefits of Google Shopping

- Why Use Product Listing Ads?
- Steps to Create PLA Ads
- Google Merchant Center Setup
- Creating Shopping Campaigns in Google Ads
- Tracking Performance and Optimizing Shopping Campaigns

Module 9: YouTube Marketing & Advertising

- Introduction to YouTube Advertising
- Different YouTube Ad Formats
- YouTube Campaign Creation
- YouTube Analytics
- Video Campaign Optimization Tips

Module 10: Introduction to Social Media Marketing & Content Creation

Introduction to Social Media

- What is Social Media Marketing?
- Introduction to Different Social Media Platforms
- Importance of Social Media Marketing

Creating Content for Facebook & Social Media

- Why Content is the Foundation of Social Media Marketing
- Psychology of Social Sharing
- Building Inherently Shareable Content
- Tools for Content Creation

Module 11: Facebook Marketing

Facebook Marketing Fundamentals

- What is Facebook Marketing?
- Facebook Page Best Practices
- Key Performance Indicators (KPIs) to Measure Success
- Facebook Insights
- Facebook Business Manager

Facebook Advertising

- How Does Facebook Advertising Work?
- Facebook Ad Campaign Objectives
- Facebook Ad Targeting
- Facebook Advertising Strategies

Module 12: Instagram & LinkedIn Marketing

Instagram Marketing

- Optimizing Your Instagram Business Profile
- Creating an Instagram Content Strategy
- Instagram Marketing Best Practices
- Influencer Marketing on Instagram
- Instagram Analytics and Measurement
- Instagram Ads

LinkedIn Marketing

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

Module 13: Twitter (X), Snapchat & Pinterest Marketing

Twitter (X) Marketing

- Twitter Marketing for Brand Awareness
- Twitter Ads
- Twitter Analytics
- Twitter Marketing Tools:
  - Crowdfire
  - Tweriod
  - Hashtagify
  - RiteTag
  - TweetReach
  - TweetArchivist

Snapchat Marketing

- Snapchat for Business
- Building a Following
- Driving Engagement
- Analytics and Measurement

Pinterest Marketing

- Pinterest for Business
- Marketing on Pinterest

- Pinterest Best Practices
- Leveraging Rich Pins
- Analytics and Measurement

Module 14: Social Media Marketing Strategy & Tools

Social Media Marketing Tools

- Hootsuite
- Buffer
- TweetDeck
- Sprout Social

Crafting a Successful Social Media Strategy

- 10-Step Framework for Creating a Successful Social Media Strategy
- Building Inherently Shareable Content
- Creating Content for Multiple Platforms
- Generating Content Ideas and Building a Content Plan
- Effective Content Distribution
- Evaluating Social Media Marketing Success

Module 15: Email Marketing Fundamentals

Email Deliverability

- Setting Up an Email Marketing System
- Internet Service Providers (ISPs)
- Hosting Facilities and Mail Transfer Agents (MTA)
- IP Addresses and DNS
- Shared vs. Dedicated IP Addresses
- MX Records
- Email Whitelisting
- Response Handlers and Email Bounces

Effective Email Content

- Conversation
- Relevance
- Incentives
- Timing
- Creative Design and Copywriting
- Email Attributes

Customer Acquisition Strategies

- Rented List Emails

- Co-Branded Emails
- Third-Party Email Newsletters
- Viral Emails
- Event-Triggered Emails
- House E-Newsletters

Effective Email Creative & Copywriting

- CRABS: Does Your Email Have CRABS?
- Email Template Models
- Email Marketing Best Practices
- NLP Demonstrations (Neuro-Linguistic Programming) to Understand Customers Better

Module 16: Email Marketing Strategies & Lead Nurturing

Nurturing & Automation

- Tools to Enhance Lead Nurturing
- Improving Email Reach and Engagement
- Analyzing Customer Behaviour Patterns
- Email Analytics
- Email Automation

Resources for Situational Analysis & Continuous Improvement

- Customer Personal Toolkit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Digital Marketing Strategy Toolkit
- Email Contact Strategy Template
- Email Campaign Calculator
- Email Marketing Health Check
- Structuring a Digital Marketing Team

Email Marketing Resources

- Web Resources for Improving Email Subject Lines
- HTML Email Codes
- Spam Testing Tools
- Email Deliverability Tools and Solutions

Module 17: Email Automation

Introduction to Automation

- What is Email Automation?
- How Does Email Automation Work?

- Benefits of Email Automation

Choosing an Automation Platform

- Available Features and Functions
- What are Workflows?
- How to Create an Automation Workflow?
- Understanding Platform Costs
- Popular Email Automation Platforms

Practical Email Automation Using Mailchimp

- Click-to-Reply Options – Practical Demonstration
- Exploring Other Mailchimp Features
- Practical Implementation of Email Automation
- Demonstrating and Analyzing Results