

## Search Engine Optimization [SEO] (4 Modules)

### Introduction to SEO

#### How do 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

#### On-page SEO Elements

- 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 Optimisation
- Mobile Websites: Responsive, Adaptive, Dynamic
- Optimizing for Voice Search

#### Schema markup

- What is Schema & Why is it relevant to SEO.
- Schema Types – Micro, JSON-LD
- Common JSON Schema Tags – Organisation, Website, Blog Posting 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

### **Backlink Audits using SEMrush.com**

- 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**

- Top Blogs to follow for SEO
- Free Learning Resources – Moz, Google Analytics
- A career in SEO

## **Search Engine Marketing [SEM/Google AdWords] (5 Modules)**

### **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
    - Tools – Keyword Planner & Estimator
    - Keyword Match types
    - Keyword Strategies
    - Landing Page
    - Bidding and Budget
    - Optimizing the Search Network Campaign using the Keyword 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 creating 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

## **Social Media Marketing [SMM] (5 Modules)**

### **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

#### Social Media Marketing Tools

- Hootsuite
- Buffer
- TweetDeck
- Sprout Social

#### Crafting a Successful Social Media Strategy

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

### Deliverability

- Setting-up an Email Marketing Machine
- ISPs, Hosting Facility and MTA
- IP/DNS and Shared vs. Dedicated IPs
- MX Record, Whitelisting, Response Handlers and Bounces

### Effective Email Content

- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

### Customer Acquisition Strategies

- Rented List Emails
- Co-branded Emails
- Third Party Email Newsletters
- Viral Emails
- Event Triggered Emails
- House E-newsletters

### Effective Creative Introducing

- CRABS- Does your Emails have Crabs?
- Email Template Model
- Best Practices
- NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

### Nurturing & Automation

- Tools to Enhance Lead Nurturing
- Enhance Better Reach
- Analyze Behavior Patterns
- Analytics
- Automation and More

### Resources to do situational analysis and progressive updates

- Customer Personal Toolkit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Digital Marketing Strategy Toolkit
- Email Contact Strategy Template

**Email Marketing (3 Modules)**

- Email Campaign Calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

## **Email Automation**

### **Introduction to Automation**

- What is Automation?
- How does it Work?
- What are the Benefits?

### **Choosing an Automation Platform**

- Features & Functions Available
- What are Workflows? How to Create a Workflow?
- Cost
- Most Widely Used Platforms

### **Simple Automation Functions from MailChimp**

- Click to Reply Options – Demonstrated
- Other Features Explained
- Results – Demonstrated – Practical

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