

iTrends SEO & Digital Marketing Training - Syllabus

Benefits of Joining our Course:

- Experienced Trainers
- In depth subject with live case studies & live project
- Course completion certification & experience certificate for selected students completing 3 months additional internship
- Detailed practical assignments & regular tasks
- More time allocation to Practical classes
- Regular evaluation
- Assistance for new business owners for starting campaigns
- Help for initiating social media marketing
- Google adwords certifications guidelines

Course Overview

- Introduction to Digital Marketing
- Search Engine Optimization SEO
- Fundamentals
- Keywords Research
- Website Audit & Competitor Analysis
- Competition Analysis
- On-Page SEO
- Off-Page SEO
- Google Adwords – PPC Search Ads
- Google Adwords – Display Ads & Remarketing Ads
- Youtube Ads
- Google Certifications Introduction And Overview
- Google Adwords Certification
- Google Display Certification
- Google Webmaster Tool
- Google Analytics Tool
- Social Media Optimisation(Facebook, Twitter, Instagram, Linkedin, Google Plus, Youtube)
- Social Media Marketing (Facebook/Instagram Advertising)
- Email Marketing
- Visual Marketing
- Editorial Calendar
- Blogging
- Live Project

Detailed Syllabus

Introduction To Digital Marketing

- What is marketing?

- How we do marketing?
- What is digital marketing?
- Benefits of Digital Marketing
- Digital marketing platforms and strategies
- Defining marketing goals
- Latest digital marketing trends

Introduction to search engines & SEO

- How the search engine works?
- Components of search engines
- Basics
- What is Search Engine's Algorithms?
- How Algorithms Works?
- Why a Search Engine needs to update its Algorithm?
- Search Engine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- Advanced
- How to optimize your site for Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?

Website Audit & Competitor Analysis

- What, Why and How!
- Use of Website Analytic Tools
- Tracking Top Analytic Reports
- Using Google Webmaster Tools
- Using Bing Webmaster Tools
- XML Sitemap for Search Engines
- Robots.txt
- Incoming Link Analysis
- Google Webmaster Tools
- Website Domain Authority
- What is Domain Authority?
- Competitor Analysis

Keyword Research And Competition

- Introduction to keyword research
- Types of Keywords
- Keyword research methodology
- Business analysis and categorisation

- Google keyword planner
- Market research and analysis
- New keyword ideas
- Competition analysis
- Finalising the keywords list

On-Page Optimisation

- Introduction to on page
- What is webmaster tools?
- Verification process in webmaster tool
- Selecting target location
- On page analysis methodology
- Fundamental on page factors
- Website speed
- Domain name in SEO
- URL optimisation
- Title tag optimisation
- Meta tags optimisation
- Content optimisation
- Site maps generation
- Using robots .txt in website
- Redirecting techniques
- Canonical links
- Rich snippets
- What are Meta Tags?
- Keyword Research with Google Keyword Planner.
- Image Naming, Image Title and ALT Tags Creation
- Redirection TagsHeadings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing
- Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Sitemap Creation or text sitemap
- Site Tracking Tools (Google Webmaster Tool,Google Analytics Tool)

Off-Page Optimisation

- What is link building?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks

- Types of linking methods
- Link building methodology
- Link analysis tools
- Directory submissions
- Local business directories
- Social bookmarking
- Using classifieds for inbound traffic
- Question and answers
- Blogging and commending
- Guest blogging
- Search Engine Submissions
- Press Release writing and submissions
- Classifieds posting
- Forum Posting
- Social Networking

Local SEO

- What is local SEO?
- Importance of local SEO
- Submission to google my business (Google Maps)
- Completing the profile
- Local SEO ranking signals
- Local SEO negative signals
- Citations and local submissions

SEO reporting

- Website keyword position analysis
- Website landing page(URLs) position analysis
- Website monthly report

Google Adwords PPC Advertising

- Introduction to paid marketing
- Google account setup
- Interface tour and linking settings
- Account structure
- Campaigns settings
- AdGroup setup
- Keyword match type
- Keyword research tools
- Understanding ad options
- What is quality score?
- Factors to improve quality score
- Types of CPC's
- Bidding strategies
- Ad formats

- Ad guidelines
- Ad extensions

Google Display Advertising

- What is display advertising?
- How display ads works?
- Benefits of display advertising
- Creating a display campaign
- Bidding strategies
- Targeting a display network
- Keywords based
- Interest and remarketing
- Topics
- Demographics
- Ad formats and sizes
- Examples of good and bad ads
- Display ad builder
- Display planner tool
- Display campaign reporting
- Conversion tracking

Remarketing In Adwords

- Benefits of remarketing strategy
- Building remarketing list and custom targets
- Creating remarketing campaign

Youtube Ads

- Youtube ads setup
- Youtube bumper ads
- Youtube instream ads
- Youtube ads settings

Google Adword Certification Guidelines

- Introduction to certifications
- Types of certifications

Google Webmaster Tools

- Introduction to google webmaster tools
- How to add a website to webmaster tools
- GWT Dashboard
- How to configure a website

- Sitemaps
- Crawler access
- Sitelinks
- Links to your website
- Keywords / Search queries
- Internal Links
- Diagnostics
- Crawl errors

Google Analytics

- What is analytics?
- Importance of analytics for business
- Popular analytic softwares
- Key performance matrices in analytics(KPI)
- Introduction to google analytics
- How Google Analytics works
- How to setup analytics account
- Installing analytics code in site
- Analytics accounts structure - Understanding the basics
- Real time reports
- Settings in analytics

Behaviour Reports

- Behaviour Overview
- Site Content
- Site Speed Analysis
- Inpage Analysis

Traffic Reports

- Traffic Source overview
- SEO Traffic
- Adwords Traffic
- Social Traffic
- Campaign

Conversion Tracking

- What is conversion?
- Types of Conversions
- Conversion Reports
- Funnel Visualisation
- Multi-channel Funnels
- Attribution Reporting
- Conversion process & Funnel

Social Media Optimisation SMO

- Facebook Company page account setup & optimisation
- Twitter account setup & optimisation
- Instagram company page account setup & optimisation
- LinkedIn Company page account setup & optimisation
- Google Plus Company page account setup & optimisation
- Youtube Channel Setup & Optimisation

Introduction to Social Media Marketing

- What is Social Media?
- SMM Vs SMO
- Benefits of SMM
- Social Media Statistics
- Why use Social Media Marketing
- Social Media Strategy

Facebook Marketing

- Facebook account setup
- Personal account properties
- Facebook marketing strategy
- Competition analysis
- Facebook business page setup
- Types of business pages
- Cover photo
- Increase the likes to page
- Page management options
- Types of posts
- Dimensions in posts
- Creating post strategy
- Examples of creative posts
- User engagement metrics
- Facebook Insights
- Facebook groups

Facebook Advertising

- What is facebook advertising
- Types of promotions
- Audience Targeting
- Advanced Audience Targeting
- Bidding strategies
- Ad formats
- Ad dimensions and Rules
- Remarketing strategy
- Conversion Tracking

Email Marketing

- What is email marketing?
- Importance of email marketing
- Popular email marketing softwares
- Introduction to mailchimp
- Account setup & settings
- Email marketing strategy
- Creating a subscriber list
- Import subscriber list
- Types of email marketing campaigns
- Creating an email campaign
- What is Newsletter
- Design a newsletter
- Reports

Visual Marketing

- Concept of Visual Marketing
- Visual Perception
- Choosing the Right image
- Create image that stand out
- Visual marketing tools
- The power of visual communication

Editorial Calendar

- Introduction to editorial calendar
- Planning and organizing the content
- Determining your frequency
- Choosing tools

Blogging

- Blogging to brand yourself
- What absolutely you blog about
- Choosing the blog title
- Introduction formula
- Things to go after publishing your blog post
- Guest blogging
- Responding to comments
- Call to action messages
- User engagement