

Website: [www.dw-learnwell.com](http://www.dw-learnwell.com)

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Classroom

| Corporate

| Online

## Digital Marketing Syllabus

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### Digital Marketing Overview

#### Introduction to Website

- Understanding website structure
  - Domain
  - Sub Domains
  - Servers
  - Hosting
  - CMS
  - Word Press
  - Website creation
  - Web Pages Creation
  - Learning basic html tags
  - Anchor
  - Images
  - URLs
  - Listing
  - Div
  - Class

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### SEO - On Page

- Initial Site Analysis
- Competition Analysis
- Keyword Research
- Keyword Density
- Title/Description/Keyword/Other Meta Tags Development
- Site (URL) Structure Analysis
- Web Designing Basics
- URL renaming/re-writing
- Content Development Check,H1, H2, H3 Tags
- Anchor Text
- Existing Web Content Optimization
- Image Optimization
- Use of robots.txt
- HTML Validation
- Creation of XML/HTML/Text Sitemaps.
- Black Hat-Doorway Pages
- Invisible Text
- Cloaking
- Understanding Cannibalisation
- International targeting

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- Multilingual targeting
- On Page-SCHEMA
- SCHEMA - The latest Buzz in Online SEO optimisation.

### SEO - off Page

- Understanding links, anchors, follow no follow
- Google Mapping/Listing
- Press release news syndication
- RSS (Really Simple Syndication)
- Local and regional search engine indexing
- Forum Posting & Posting Free Classifieds
- Yahoo Answer Link Building,
- Article submissions
- PR submissions
- Guest Blogging
- Commenting
- Tools- Google webmaster tool, PR checker tool, Backlink checker too

### Blogging

- Blogs Creation
- Blogs Submission
- Blogs Promotion

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- Blogs Weekly Postings
- Blogs Commenting
- Guest Blogging
- Backlinks creation through blogging

### SEO Blogging

- Word Trackers
- Keyword Spy
- Keywords Position Checker
- Keyword Density Checker
- Meta Description Creation
- Google Analytics
- Stats Counter
- Backlinks checker

### Google Ad words

- Account creation
- Billing methods and understanding the ad words structure
- Understanding payment modes- PPC, CPM, CPA, CPL, and understanding marketing funnel
- Campaign structuring ,Keyword research and identification
- Landing page optimization
- Ad format and ad copies ad words policies: Text format, Display format

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- Campaign Placement and targeting
- Campaign Optimization
  - Geo-targeting
  - Bid Managements
  - Time schedules
  - Setting automated rule parameters
- Targeted ads on Google display network
- Dynamic Ads on search network
- Remarketing techniques
- Performance monitoring and Campaign tracking
- Impression shares, shared library and reports
- Google Ad words Certification Assistance

### **Social Media**

- Facebook
  - Open-graph
  - Page creation
  - Content strategy
  - Hash tags
  - Facebook applications
  - Paid advertisements

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- Analytics
- Twitter
  - Page creation hash tags
  - Discover
  - Cards
  - Strategies to add followers
- YouTube
  - Channel creation
  - Video promotion
  - Increase viewership
- LinkedIn
  - Content strategies
  - Paid promotion

### **Email Marketing**

- Understanding how mail servers work
- Understanding terms
  - Hard Bounce
  - Soft Bounce
  - Open rate - Inbox , Spam
- Mail Chimp Introduction
  - Sending mail

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- Use templates
- Landing pages
- Lead capturing
- Inbound marketing concepts using mail services, customer bucket creation and content customization

### Ad Servers - Display

- Understanding the online advertising ecosystem, ad networks, publishers, ad servers, ad exchange servers
- Ad server basics and installation.
- Learning setting like geo-targeting, Frequency Capping, Pixel Tracking, conversions
- Identifying right publishers using tools: Alexa.
- Understanding how third party cookies work

### Google Analytics

- Google analytics setup, understanding how Google analytics
- Goal settings, creating channels, dimensions and metrics
- Understanding key metrics
  - Page views
  - Source
  - Medium
  - Bounce rate
  - Segments

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- Sessions

- Dashboard and report customization
- Multi-Channel funnels, conversion sources, goal analysis
- Understanding customer demographic and behavioural aspects.

### Mobile Marketing

- ASO(App store optimization)
- SMS marketing Campaigns
- Understanding the world of missed calls
- Mobile app promotions, Techniques to improve downloads and usage

### Social Media Analytics

- Social media metrics
- Sentiment analysis
- Competitor tracking
- Hoot suite

### Video Ads

- Creating YouTube channel
- Understanding annotations
- Cards
- Navigation within YouTube channel
- Increase Views
- Increase search ranking