

Digital Marketing Training

SOCIAL
MEDIA
MARKETING

CO
MAR

CONVERSION
OPTIMIZATION

CUSTOMER
JOURNEY

PERSONALIZATION
AND
SEGMENTATION

RETURN
ON
INVESTMENT

SEARCH
ENGINE
OPTIMIZATION

CREATIVE
APPROACH



GeeksChip

Gearing your career up with Digital Marketing

DURATION

45 DAYS

Training Fee

25,000/-

Instruction Modes



Video Lectures



Assignments



Group Discussions



Case Studies

☎ 040-48555567 ✉ training@geekschip.com

— Introduction to Digital Marketing:

- What is Digital Marketing.
- Why Digital Marketing is priority or Important.
- What is the Difference between Traditional Marketing & Digital Marketing.
- Scope of career opportunity in Digital Marketing.
- Growth in Digital Marketing

— The scope of Digital Marketing

- Become an In-Demand Professional
- More Number of Job Opportunities
- Get Paid More Than Your Peers
- You Can Kickstart Your Own Career
- Small Investments and Big Returns.
- Stand Ahead in the Competition
- Demand and Supply Gap
- Career Growth or Change/Entrepreneurship / Freelancing Career
- Affordable & Easy to Learn
- Adds Weight to the Resume

— Course Curriculum:

- Website planning & Creation
- Digital Marketing Overview
- Local SEO
- Search Engine Optimisation(SEO)
- Social Media Marketing (SMM)
- Email Marketing
- Affiliate Marketing Basics
- Content Marketing
- Search Engine Marketing (SEM)
- Online Reputation Management
- Appstore Application
- Google AdWords
- Google Analytics
- Lead Generation
- Ecommerce Marketing
- Branding and Promotion.

SEARCH ENGINE OPTIMIZATION (SEO)

✓ WHAT IS SEO

✓ HOW SEO WORKS.

✓ HTML BASICS..

✓ WEBSITE DESIGN FOR SEO.

✓ SEO TOOLS.

✓ APP STORE OPTIMIZATION.

✓ E-COMMERCE SEO.

ON-PAGE SEO

- Website Optimization
- Content optimization
- Internal Linking
- Layout Improvements
- URL Architecture, Page Speed Analysis
- 301 & 302 Redirects
- App Store Optimization & Optimizing for Voice Search
- Mobile Websites: Responsive, Adaptive, Dynamic
- What is Schema & Why is it relevant to SEO.
- W3 validation.
- Schema set up.
- Call to action set ups

OFF-PAGE SEO

- What is Off Page Optimization
- Diff between Onpage and OffPage
- Importance of Backlinks and Citations in SEO
- Link Building Techniques
- Directory Submission & Social Bookmarking
- Classified posting
- Social media Marketing & Optimization
- E-Mail Marketing
- Search Engine Marketing
- Image, Video Submission
- Document Submission
- Press Release
- Setting Up blog.

SEARCH ENGINE MARKETING (SEM)

- SEM Intro- Fundamentals
- Microsoft Ads Creation.
- Google Adwords Campaign Creation.
- Email Marketing.
- Affiliate Marketing Basics.
- E-Commerce Ads. (Product Listing Ads)
- Facebook Ads.
- YouTube Ads.
- Display Ads.

SOCIAL MEDIA MARKETING (SMM)

- What is Social Media Marketing.
- How SMM works.
- Getting Started with Social Media Marketing.
- Instagram Marketing.
- Facebook Marketing.
- Twitter Marketing.
- Pinterest Marketing.
- LinkedIn Marketing.
- Usage of SMM Tools.
- Crafting a Successful Social Media Strategy.

SEARCH ENGINE OPTIMIZATION (SEO)



INTRODUCTION TO SEO

→ How Search Engines Work

→ 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).

ON-PAGE SEO

→ HTML Basics

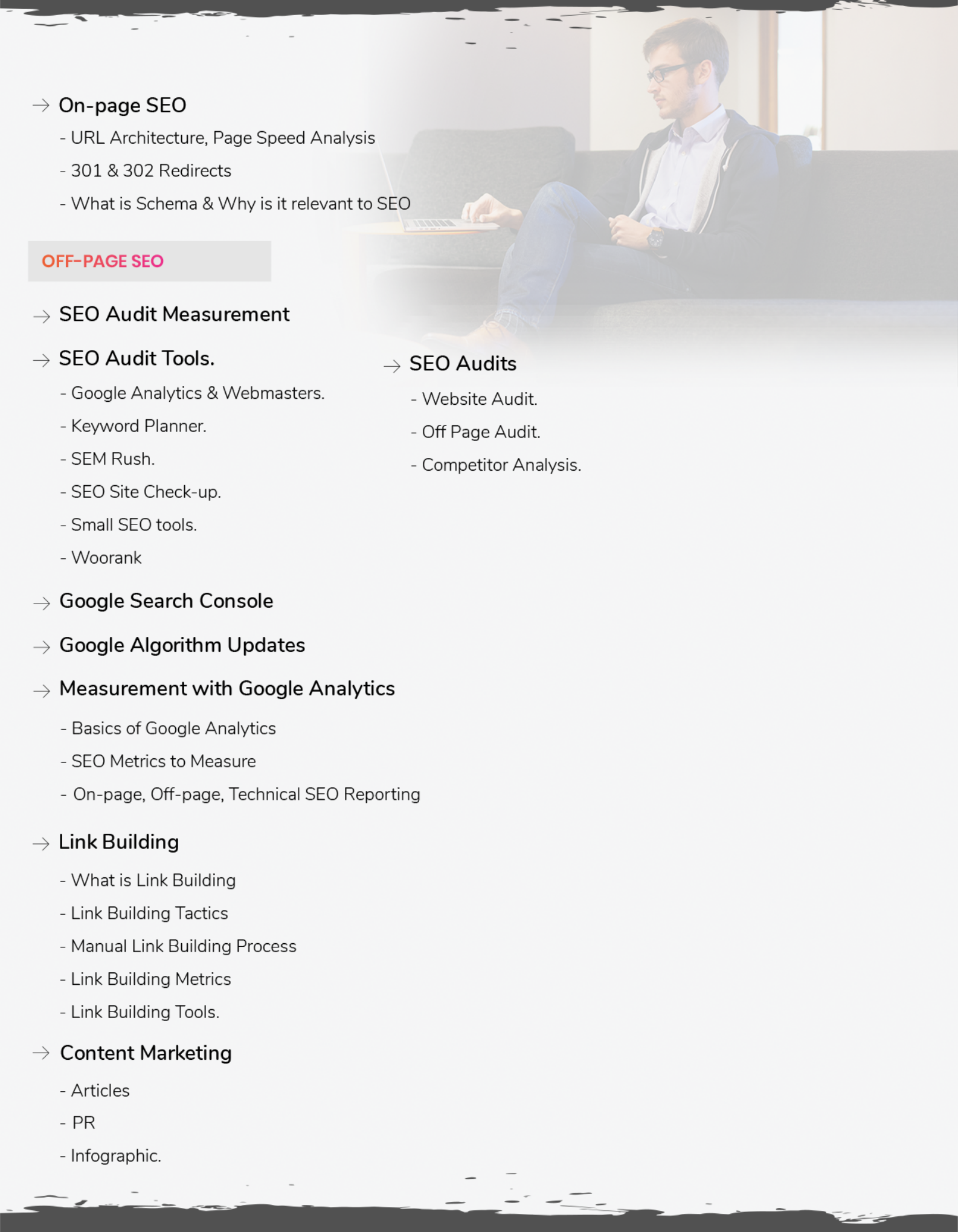
- Web Page Basics: What is HTML, CSS.
- Basic HTML Tags to create a web page.
- HTML Tags for SEO: Title, H1, META Tags, IMG, A Href.
- WordPress Basics.

→ Website Design for SEO Purpose:

- Fundamentals of a Website Design
- Choosing a Right Domain Name, Hosting and Website Development Tools
- Basics & Importance of UX (User Experience) Design in Marketing
- Website Planning Process
- Setup WordPress and Install Theme
- Install Required Plugins - GA, Yoast, Disqus etc for SEO Purpose

→ On-page SEO

- Website Optimization
- Content optimization
- Internal Linking
- Call to action
- Layout Improvements

A man with glasses, wearing a light blue shirt and a dark jacket, is sitting on a dark grey sofa. He is looking at a laptop on a small table in front of him. The background is a bright, modern office or living space with large windows.

→ On-page SEO

- URL Architecture, Page Speed Analysis
- 301 & 302 Redirects
- What is Schema & Why is it relevant to SEO

OFF-PAGE SEO

→ SEO Audit Measurement

→ SEO Audit Tools.

- Google Analytics & Webmasters.
- Keyword Planner.
- SEM Rush.
- SEO Site Check-up.
- Small SEO tools.
- Woorank

→ SEO Audits

- Website Audit.
- Off Page Audit.
- Competitor Analysis.

→ Google Search Console

→ Google Algorithm Updates

→ Measurement with Google Analytics

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

→ Link Building

- What is Link Building
- Link Building Tactics
- Manual Link Building Process
- Link Building Metrics
- Link Building Tools.

→ Content Marketing

- Articles
- PR
- Infographic.

A man with glasses, wearing a white shirt and a dark jacket, is sitting on a dark grey sofa in a modern office environment. He is looking at a laptop on a small table in front of him. The background shows large windows and a bright, airy atmosphere.

→ Social SEO

- Quora
- YouTube Video SEO
- SlideShare, Scribd and other social channels for SEO

APP STORE SEO OPTIMIZATION

→ What can be done in initial review & technical analysis

- Website App Initial Technical Analysis
- On-Page SEO Recommendation & Suggestion
- Keyword Research & Analysis for Keywords finalization
- Initial Rank Report status
- Competitive Analysis
- App Localization

→ Online Reputation Management

- Understanding ORM
- Need for ORM
- Steps for effective Online Reputation Management
- Impact of negative conversations
- Tools for ORM
- Understanding sentiments of a brand
- Crisis management
- ORM case studies

SOCIAL MEDIA MARKETING (SMM)

GETTING STARTED WITH SMM

→ Introduction to Social Media

- What is SMM
- Why Content is the foundation of SMM
- Importance of SMM
- Building Content That is Virally Shareable.
- Number of channels in SMM.

FACEBOOK MARKETING

→ What is Facebook Marketing

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

→ How does Facebook Advertising Work?

- Facebook Ad Campaign Objectives
- Facebook Ad Targeting
- Application Program Interface.

PINTEREST MARKETING

→ Pinterest Marketing

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

INSTAGRAM MARKETING

→ Marketing on Instagram

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

TWITTER MARKETING

→ Twitter Marketing

- Twitter Marketing for Brand Awareness
- Twitter Ads
- Twitter Analytics
- Twitter Cards

LINKEDIN MARKETING

→ Types of Ads Making

- Sponsored Content
- Sponsored InMail
- Text Ads
- Dynamic Ads
- Programmatic Display Ads

→ Features what you will learn

- Conversion Tracking
- Contact Targeting
- Lead Generation
- Lead Gen Forms
- Website Demographics
- Website Retargeting
- Account-Based Marketing
- Audience Network

→ Usage of SMM Tools

- Sprout Social
- Hoot Suite &
- Brand24
- Other Tools.

→ Crafting a Successful Social Media Strategy

- Framework to crafting a successful SMM strategy
- Building Content That is Virally Shareable (Text, Images, Gifs, Videos).
- Creating Content for multiple platforms
- Generating content ideas and building a plan
- Effective Content Distribution
- Evaluating success.




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PRICE

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