

ITBRAINY

Advanced Digital Marketing

Search Engine Optimization

On page optimization:

- URL renaming/re-writing
- URL canonicalization(301 redirects using.ht access code)
- Optimizing websites by Analyzing clients individual Web pages using Dupli-checker, copy scape for Refreshing content
- Text to Html Ratio, Website Loading speed, site Navigation structure
- Importance of Bread crumb structure
- Competition Analysis
- Keyword Research (Google keyword tool)
- Title & Meta Tags development
- Importance of H1,H2, H3 Tags
- XML sitemap creation, Html sitemap
- Robots Text creation
- Keyword density, Anchor text in web content

- Existing Web content optimization? Competitor Analysis & Monitoring
- Schema (Rich snippets)

Google web masters:

- ❖ Adding a site and verification process
- ❖ Configuration settings
- ❖ URL parameters
- ❖ Search Analytics reports
- ❖ Crawl Errors/stats
- ❖ Google Fetch
- ❖ Blocking the crawler and blocking pages
- ❖ Traffic
- ❖ Search Queries
- ❖ Links to site/Internal Links
- ❖ Resubmitting sitemaps
- ❖ Robots.txt tester
- ❖ Remove/ Temporarily hide urls from search results
- ❖ Remove URLs from index
- ❖ HTML suggestions
- ❖ Rich snippets

Research and Analysis of keywords:

- ❖ Importance of keywords in seo
- ❖ What are keywords?

- ❖ Types of keywords(Broad match, Exact match, phrase match, Broad match modifier)
- ❖ Analysis of keywords for any website
- ❖ Research on keywords
- ❖ Competitor keyword analysis and tools used
- ❖ Analysis of keywords using Google Ad words keyword tool
- ❖ Competitor Analysis fitting right keywords to the project
- ❖ Discussion on Google latest Algorithms
- ❖ Competitor keyword Research Tools : keyword Spy, Spyfu,

What is off page optimization why it is required in SEO and its importance?

- ❖ Directory submissions
- ❖ Social bookmarking in high PR sites
- ❖ Participation in Forums and effective interaction to get permanent back links
- ❖ Blog commenting
- ❖ Classified submissions
- ❖ PDF sharing
- ❖ Press Release submission
- ❖ Search Engine submission
- ❖ Creating attractive info graphics and sharing in social Networks for user engagement
- ❖ Image sharing submission
- ❖ Google reviews

- ❖ Google mapping
- ❖ Yahoo & Quora answers

Google Algorithms :

- ❖ Panda Algorithm
- ❖ Penguin Algorithm
- ❖ Humming bird Algorithm
- ❖ Pigeon Algorithm
- ❖ Mobile Algorithm
- ❖ Rankbrain Algorithm
- ❖ Possum Algorithm
- ❖ Fred Algorithm

SEO Audit report:

Tools:

- ❖ Screaming frog SEO spider (for larger websites)
- ❖ IWebchk
- ❖ Seoptimer
- ❖ Woorank
- ❖ SEO sitecheckup

At the end of SEO you will be able to create basics to advanced level SEO strategy for any website , keyword Rank reports , Audit reports (5 pages website to even 1 lakh pages website using high end tools).

- Effective link building techniques and case studies on various Live projects
- Live SEO Assignments for every student with required tools and access
- Daily 1 Hour class and 3 hours of practice under trainers guidance

SOCIAL MEDIA MARKETING

- ❖ Understanding social media landscape
- ❖ Benefits of social media marketing

FACEBOOK

- ❖ How to increase Facebook likes, shares, Reach for posts
- ❖ How to find targeted audience on facebook?
- ❖ How to create facebook page?
- ❖ How to create facebook groups and participate in a right way?
- ❖ Creating Events, Customizing tabs in facebook page
- ❖ Settings, page roles, cross posting, Response Assistant

FACEBOOK ADS

- ❖ Understanding campaign, Adgroup, Ads structure
- ❖ Brand awareness campaign
- ❖ Reach campaign
- ❖ Likes campaign

- ❖ Event response campaign
- ❖ Boost post campaign
- ❖ Lead generation campaign
- ❖ App install campaign
- ❖ Video campaign
- ❖ Conversion campaign
- ❖ Difference between Custom Audience and look a like Audience and how to use it
- ❖ Upload custom audience and run ads for different campaigns
- ❖ Retargeting on Custom Audience
- ❖ Detailed Explanation on Reach, Impressions, Clicks, Click through rate, conversion , conversion rate, link clicks, link click through rate
- ❖ How to generate the reports after running live campaigns?
- ❖ Analysing the reports and calculating ROI
- ❖ Applying filters , Rules, break down and generating reports

TWITTER MARKETING

- ❖ How to find targeted audience on twitter
- ❖ Creating twitter profile
- ❖ Increasing followers on twitter
- ❖ Using hash tags
- ❖ Embedding the tweets

- ❖ Likes, retweets, lists , moments
- ❖ Integrate twitter with facebook and other tools
- ❖ Customizing twitter profile
- ❖ Twitter analytics, Analysis
- ❖ 3rd party tools to find targeted audience in twitter
- ❖ Competitor analysis
- ❖ Follows ,unfollows, netfollowers
- ❖ Location wise followers
- ❖ Twitter ads

PINTEREST

- ❖ Creating pinterest profile
- ❖ Creation of boards and pins
- ❖ Adding pins in relevant boards
- ❖ Increasing followers
- ❖ Finding right pins using hashtags
- ❖ Increasing networks in pinterest
- ❖ Importance of image sharing and role of pinterest
- ❖ Indexing pinterest images
- ❖ Repins and boards concept
- ❖ Sharing pins
- ❖ Pinning other pins in our boards
- ❖ Pinterest analytics
- ❖ Website analytics in pinterest

LINKEDIN

- ❖ Creating LinkedIn profile
- ❖ Creating linkedin page
- ❖ Increasing connections by using various techniques
- ❖ Discussion on 1st connection , 2nd connection , 3rd connection
- ❖ Finding company page and following them
- ❖ Sending personal invitation
- ❖ Who's viewed your profile
- ❖ Notification , messages
- ❖ Lead generation using linkedin
- ❖ Using advanced filters to find targeted professional on linkedin
- ❖ Alumni to connect with previous employers or educational groups
- ❖ Creating groups and participating in linkedin
- ❖ Group access levels
- ❖ Page access in linkedin
- ❖ LinkedIn pulse and content marketing strategies

LINKEDIN ADS

- ❖ Display ADS
- ❖ Inmail ADS
- ❖ CPC ADS
- ❖ Sponsored ads
- ❖ Lead Generation ADS

PPC ADVERTISING WITH GOOGLE ADWORDS

Understanding purpose of campaign

- ❖ Different types of campaigns
- ❖ Importance of each campaigns

Search Network:

- ❖ Creating search Network campaign
- ❖ Account Limits in Adwords
- ❖ Location and Language settings
- ❖ Network and devices
- ❖ Bidding and budget
- ❖ Schedule: start date, end date, ad scheduling
- ❖ Ad delivery: Ad rotation
- ❖ Purpose of Ad Groups
- ❖ Keyword types (broad,phrase,exact and negative)
- ❖ Adwords keyword tools
- ❖ Text ad format
- ❖ Quality score and its importance
- ❖ AD Rank
- ❖ Understanding the Ad group and keywords dash board
- ❖ Search terms
- ❖ Segments , filters, reports
- ❖ Alerts setting
- ❖ Access levels (standard, read only, email, admin)
- ❖ Adwords interface tour

- ❖ Adwords dash board
- ❖ Billing in adwords
- ❖ Device biddings (mobile, desktop, tablet)
- ❖ Negative keywords identification
- ❖ Tools and techniques to find negative keywords
- ❖ Impression , clicks , CTR, cost, AVG CPC, MAX CPC
- ❖ AD Extensions
- ❖ Site links Extensions
- ❖ Call Extensions
- ❖ Call out Extensions
- ❖ Message Extensions
- ❖ Structured snippet Extensions
- ❖ Price Extensions
- ❖ Location Extensions
- ❖ App Extensions

Display Network Targeting

- ❖ Setting a display network Campaign
- ❖ Concept of VCPM and branding
- ❖ Automatic placements
- ❖ Manual placements
- ❖ CPC bidding and VCPM bidding
- ❖ Ad delivery: Ad rotation, frequency capping
- ❖ Topic targeting
- ❖ Keyword targeting

- ❖ Placements targeting
- ❖ Purpose of conversions
- ❖ Creating conversion tracking code
- ❖ Tracking their conversions
- ❖ Purpose of conversions
- ❖ Click, impressions, viewable impressions, CTR, cost, conversion rate, cost/conversion, All conversions, view through conversions
- ❖ Remarketing list creation and ads
- ❖ Creating Gmail ads
- ❖ Uploading customer email ids, selecting targeted customer lists, creating different formats of Gmail ads
- ❖ Impressions, clicks, Gmail forwards, saves, CTR, cost AVG CPC

VIDEO NETWORK:

- ❖ Creating video campaign
- ❖ In stream ads
- ❖ Bumper ads
- ❖ Video discovery ads
- ❖ Views, CPV, impressions, clicks, CTR, Avg CPC, cost, interaction rate
- ❖ Keyword targeting
- ❖ Topic targeting
- ❖ Placements targeting

- ❖ Remarketing in youtube ads

Universal App Campaign

- ❖ Creating app campaign
- ❖ Importance of mobile app installs
- ❖ Different ad formats like text, image, video ads in app install campaigns
- ❖ Tracking reports

GOOGLE ANALYTICS

- ❖ Introduction to google analytics
- ❖ How google analytics works
- ❖ Understanding google analytics account structure
- ❖ Cookies importance in google analytics
- ❖ Setting up an account in google analytics
- ❖ Adding analytics code in website
- ❖ Understanding different types of traffic
- ❖ Downloading different traffic reports
- ❖ Creating key performance indicators using primary and secondary dimension
- ❖ Understanding bounce rate and how to reduce it
- ❖ Setting up goals and tracking conversions
- ❖ Different types of goal conversion paths
- ❖ Importance of funnels in goal conversions
- ❖ Integrating google adwords with google analytics and google merchant centres

- ❖ Tracking adwords campaign reports in analytics
- ❖ Filtering the traffic and creating different types of Pictorical charts to analyse reports visually
- ❖ Importance of UTM Tagging(Automatic and manual)
- ❖ Enabling automatic UTM tagging gclid in google adwords
- ❖ Event tracking in google analytics
- ❖ Creating dash boards
- ❖ Checking real time traffic
- ❖ Creating advance segmentation reports with multiple dimensions
- ❖ Attribution modelling (single multichannel)
- ❖ Creating custom reports
- ❖ Remarketing using google analytics
- ❖ Tracking Ecommerce reports
- ❖ Google analytics solution gallery

EMAIL MARKETING

- ❖ What is email marketing
- ❖ Importance of email marketing in generating leads
- ❖ Email list validation tools
- ❖ How to write effective subject lines
- ❖ How email marketing works
- ❖ Challenges faced in sending bulk emails
- ❖ Setting up campaigns and lists
- ❖ Creating email marketing template and sending bulk mails
- ❖ Uploading mail IDS to the tool

- ❖ Creating subscriber lists
- ❖ Checking open rates, clicks, click through rate
- ❖ Checking traffic from various location
- ❖ Creating popups , landing pages ,embedded forms
- ❖ Automated workflows
- ❖ Growing subscribers list

LEAD GENERATION USING SOCIAL MEDIA AND CONVERSION RATE OPTIMIZATION (CRO)

- ❖ What is conversion rate and conversion rate optimization
- ❖ How to generate leads for B2B using linkedin
- ❖ Generating leads through facebook
- ❖ Advantages of premium membership in linkedin
- ❖ Importance of A/B testing and tools used
- ❖ Landing page design importance in getting leads

ONLINE EARNING METHODS(AFFILIATE MARKETTING , GOOGLE ADSENSE)

- ❖ What is affiliate marketing and how to earn money from it?
- ❖ Discussion on words popular affiliate network sites
- ❖ Creating banners and using on blogs
- ❖ Identifying the money making, highly targeted and less competitive keywords
- ❖ How SEO helps in affiliate marketing and google adsense
- ❖ Registering in affiliate network sites
- ❖ Promoting various sites

- ❖ What is google adsense?
- ❖ Why google adsense is the highest money making method in the world(monthly income more than 10 lakhs)
- ❖ How to get approval from google to display ads in your sites and earn money

ONLINE REPUTATION MANAGEMENT:

- ❖ How to maintain positive brand for any company?
- ❖ How to remove negativity for any company website?
- ❖ How to remove the negative link in top positions in google
- ❖ ORM tools
- ❖ How to find who mentions about our company in online
- ❖ Discussion on paid content duration tools

WORDPRESS:

- ❖ What is content management system
- ❖ Procedure to connect with CMS websites
- ❖ Wordpress internal tour
- ❖ Post, pages, plugins
- ❖ Tracking codes installation in word press
- ❖ Focus keywords
- ❖ Adding and customizing menus
- ❖ Permalinks setting
- ❖ Robots. Txt enable and disable in wordpress

GOOGLE MY BUSINESS:

- ❖ Setting up account in google my business
- ❖ Entering business details and adding tags

- ❖ Verification code process
- ❖ Access levels
- ❖ Adding posts
- ❖ Photos
- ❖ Interface tour
- ❖ Access levels and location extensions concept in adwords
- ❖ Adding multiple locations and getting verified for each listing

GOOGLE ADWORDS EXPRESS:

- ❖ Difference between adwords express and google adwords
- ❖ Setting up the account
- ❖ Creating ads
- ❖ Tracking the report
- ❖ Billing
- ❖ Budget process
- ❖ Estimated reach
- ❖ Keyword targeting

SMS MARKETING:

- ❖ Importance of SMS marketing
- ❖ Challenges faced in bulk SMS marketing
- ❖ DND and Non DND
- ❖ Promotional and transactional SMS
- ❖ How to choose best SMS tool provider in the market
- ❖ Sender id creation

- ❖ Creating templates
- ❖ Sending templates
- ❖ Uploading mobile nos
- ❖ Understanding the list, groups, paste list options
- ❖ Tracking reports
- ❖ Retargeting the people who engaged with sms
- ❖ Flash SMS

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