THE CORE
Systems

ADVANCE DIPLOMA IN
DIGITAL MARKETING

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PREMIER **Google** Partner

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HubSpot
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Digital Marketing and Seo

4 months

Digital Marketing Overview & website design

- What is the Marketing
- Process and Overview Of Digital Marketing
- How Digital Marketing wins over traditional Marketing?
- Understanding of Digital Marketing Process
- Visibility And Types Of Visibility
- Visitors Engagement & Why Its Important
- Bringing Targeted Traffic & Converting into leeds
- Retention & Performance Evaluation

Website Planning & Creation

- Understanding Internet & Websites
- Understanding Domains Names & Extensions Understanding Web Hosting & Servers
- Host A Domain To Web Server
- Types Of Websites & Purpose
- Planning & Visualize a Website
- Building website using CMS
- Creating Web Pages & Manage Content.

Website Creation With Wordpress cms

- Introduction to WordPress: & Overview of WordPress CMS
- WordPress dashboard and Setting up WordPress:
- Installing WordPress on a server cpanel
- WordPress Themes: and plufin setup
- Creating and Managing Content: the difference between posts and pages, writing content
- Creating and editing pages and posts
- Formatting text and adding media (images, videos) to content
- Customizing the Appearance:
- Working with widgets and sidebars Modifying the header and footer
- Customizing the navigation menus
- Extending Functionality with Plugins:
- Introduction to WordPress plugins
- Popular plugins for various purposes (e.g., SEO, security, forms)
- Installing and configuring plugins
- Optimizing for Search Engines (SEO):
- Basics of SEO and its importance for websites
- Optimizing content for search engines
- Using SEO plugins and tools
- Managing User Interactions:
- Enabling and managing comments
- Creating and managing user accounts
- Website Security:
- Importance of website security
- Implementing basic security measures
- Using security plugins and best practices
- Performance Optimization:
- Optimizing website speed and performance
- Caching techniques and plugins
- Image optimization and lazy loading.

Search Engine optimization

- What is SEO?
- Introduction to SERP
- What are search engines how its work
- Major functions of a search engine
- What are keywords & Types of keywords
- Keywords research process Understanding keywords mix
- Google Syntax Commands On page optimization
- Off Page optimization
- Local SEO & Google places optimization
- Monitoring SEO process &Preparing SEO reports
- Google Major Updates.

Google Search Console integration

- Introduction to Google Search Console
- Overview of Google Search Console
- Setting Up Google Search Console with analytics Code
- Setting Up Sitemaps integration
- Using the Search Console
- Search Performance , Index Coverage, AMP Status
- Core Web Vitals , Mobile Usability, Rich Results
- Security Issues , Structured Data
- Optimizing Your Site with Google Search Console
- Creating and Submitting a Sitemap
- Setting Crawl Rate ,Removing URLs, Monitoring Links
- URL Inspection , Generating and Submitting Robots.txt

Google Analytics

- Introduction to Google analytics & How it works
- Google analytics account structure
- Google analytics insights.
- cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- Understanding different types of goals
- Set up analytics account & add code in website
- Understanding of setup goals and conversions
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- Set up funnels in goals & Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of campaigns via GA

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Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
- Understanding Facebook marketing
- Linkedin Marketing
- Twitter Marketing
- Understanding Twitter
- Video Marketing
- Understanding Video Campaign
- Creating Video Campaign
- Importance of video marketing

Landing Pages & Lead Generation

- Understanding lead generation for business Why lead generation is important?
- Understanding landing pages
- Understanding thank you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank you page with
- Practical exercise-Creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy

Content Optimization Strategies

- Google Rich Snippets and Use them for Seo and Serp Ranking
- Google Accelerated Mobile Pages (AMP) and implementation For SEO

Blogging & Online Blogs

- Make Money Online
- Overview on Creating blogs
- Blogging Websites and Tools
- Concept of Writing Blogs Blogger Websites and Promotions.

Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour.
- Understanding ORM scenario How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by Step guide to overcome negative online reputation
- Best examples of online reputation management.
- Reviewing landing pages created by trainees .

Marketing with Mobile Apps

- Understanding Mobile Devices Mobile Marketing and Social Media
- Fundamentals of mobile marketing
- Mobile Marketing Measurement and Analytics Key industry terminology Creating mobile website through Wordpress .
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
- Targeting ads on Apps via location in search engine Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

Make Money Online with Adsence and Affilate

- Overview on Freelancing & Best Freelancing Websites
- Setting Accounts & Profiles build up with Writing Cover
- Letters Hidden Secrets To Pass Freelancing Websites Tests
- 5 star Rating tips & Setting Payment Methods
- What is adsense & get approval for Adsense?
- Understanding Google adsense Algorithms
- Creating blogs with our FREE theme
- Placing ads on your blog
- How to make money online with adsense

Email , whats app and CRM Lead Marketing

Email Marketing

- Marketing with Mobile Apps
- What is email marketing?
- Challenges faced in sending bulk emails
- Types of email marketing-Opt-in & bulk emailing
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's And How to Use them

Whatsapp Marketing

- How to set up a stunning whatsapp profile
- How to grow your whatsapp contacts and increase number of status/story view
- How to effectively advertise on whatsapp
- How to write advert copy that sells
- How to design graphics for your profile and adverts using just your mobile phone
- customer care and retention on whatsapp
-

PPC (Pay Per Click) Google Ads , Instagram & Facebook ads

Google Ads

- **Google Ads Overview**
- **Understanding Ads Algorithm**
- **Creating Search Campaigns**
- **Understanding different types of bid strategy**
- **Advanced level bid strategies**
- **Tracking Performance/Conversion**
- **Optimizing Search Campaigns**
- **Creating Display Campaign**
- **Optimizing Display Campaign**
- **Setting up re-marketing campaign.**

Facebook Ads and Facebook Page Setup

- **Creating a Facebook Page**
- **Setting up a Facebook Business Page**
- **Choosing the right category and page name**
- **Optimizing your Facebook Page profile and cover photo**
- **Adding important business information**
- **Customizing your Facebook Page URL**
- **Facebook Page Settings and Features**
- **Managing page roles and permissions**
- **Utilizing Facebook Pixel for tracking and analytics**
- **Content Creation and Management**
- **Facebook Page Insights and Analytics**
- **Understanding Facebook Page Insights**

Facebook Ads

- Understanding Facebook Ads
- & Different types of Facebook ads
- Targeting options for Facebook ads
- (demographics, interests, behaviors)
- Budgeting and bidding strategies for Facebook ads
- Using insights to optimize your Facebook ads
- Lookalike audiences and audience expansion
- Facebook Ads Manager

Instagram Business Account Setup

- Creating an Instagram Business Account
- Differentiating between personal and business accounts
- Choosing the right Instagram handle and username
- Optimizing your Instagram profile (bio, profile picture, website link)
- Connecting your Instagram account to your Facebook Page

Instagram Content Strategy

- Defining your Instagram brand identity
- Planning and creating engaging content for Instagram
- Utilizing different types of content (photos, videos, stories, reels)
- Using Instagram's visual features (filters, editing tools)
- Incorporating user-generated content (UGC) into your strategy
- Understanding the importance of hashtags on Instagram
- Researching and using relevant hashtags
- Strategies for hashtag placement and optimization
- Exploring trending hashtags and industry-specific hashtags
- Leveraging Instagram's Explore page for increased visibility

Instagram Stories and Highlights

- Creating captivating Instagram Stories
- Utilizing features like stickers, polls, and questions
- Highlighting and organizing your Stories with Highlights

Instagram Advertising Options

- Introduction to Instagram advertising
- Different types of Instagram ads
- Defining ad objectives and campaign goals
- Targeting options for Instagram ads (demographics, interests, behaviors)
- Setting up budget and bidding strategies for Instagram ads

Instagram Insights and Analytics

- Understanding Instagram Insights
- Analyzing key metrics and performance indicators
- Identifying audience demographics and behaviors
- Using insights to optimize your Instagram ads and content strategy
- Tracking conversions and ROI on Instagram

Instagram Shopping and E-commerce

- Setting up Instagram Shopping features
- Creating product tags and shopping posts
- Utilizing Instagram Checkout for e-commerce
- Promoting products through Instagram ads
- Tracking sales and conversions from Instagram Shopping