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Advance Digital Marketing Course Diploma (ADMD)

Modules

Module 1: SEO - Search Engine Optimization

WWW	SEO Overview
Domains	Google Analytics Tracking Code
Buying a Domain	Website Auditing
Website Language & Technology	Designing Wordpress Website
Core Objective of Website and Flow	Understanding SEO
One Page Website	SEO Keyword Planning
Strategic Design of Home Page	Meta Tags and Meta Description
Strategic Design of Products & Services Page	Website Content Optimization
Strategic Design of Pricing Page	Back Link Strategies
Portfolio, Gallery and Contact Us Page	Internal and External Links
Call to Action (Real Engagement Happens)	Optimizing Site Structure
Designing Other Pages	Keywords in Blog and Articles

On Page SEO	Off Page SEO
Local SEO	Mobile SEO
eCommerce SEO	Optimizing with Google Algorithms
Using WebMaster Tool	Measuring SEO Effectiveness

Module 2: SMO - Social Media Marketing

Facebook Marketing Fundamentals	Custom Audiences - Look Alike
Profiles and Pages	Custom Audience - Saved Group
Business Categories	Managing and Editing Ads
Getting Assets Ready	Ad Reports and Ad Insights
Creating Facebook Pages	Billing and Account
Page Info and Settings	Facebook Advance Strategies
Facebook Page Custom URL	Facebook Business Manager
Invite Page Likes	People, Pages and Roles
Featured Video	Ad Accounts Configurations
Pin Post and Highlights	Ad Agencies and Assigning
Scheduling Posts	Shared Login for FB Business A/c
Facebook Events	Power Editor - Most Advance
Reply and Message	Email Targeting on Facebook
Facebook Insights Reports	Facebook Offers
Competitor's Facebook Page	CTA on Page
Ban User on Facebook Page	Posts for Location
Connect with Twitter	Save Time with Third Party Tools
Facebook Ad Campaigns	Case Studies
Organic v/s Paid	Practical Examples
Defining Ad Objective	LinkedIN, Twitter and Pinterest
Performance Matrix	LinkedIN - The hub of B2B Networking
Ad Components	Creating LinkedIN Account
Designing Creative Image	Updating Contact Information and Links
Facebook Ad Structure	Designing Profile and Summary
Setting Up Facebook Ad Account	Managing Connections
Create Ad - Targeting	Advance Searching
Create Ad - Budgeting	Who Viewed Your Profile
Create Ad - Creative	Endorsements - Publishing and Receiving
Content and CTA	Creating LinkedIN Company Page

Boosting Page Posts	Updating Products and Services
Page Promotion	Creating Showcase Pages
Video Promotion	Engaging with Updates
Similar Ads and Audiences	Running Paid Campaigns
Tracking Pixels Code	Recruitment through LinkedIn
Remarketing - Website Visitors	LinkedIn Groups

Module 3: Google Adwords (PPC)

Google Adwords Basics	Keyword Planning
Understanding Adwords	Keywords Control
Google Ad Types	Creating Ad Campaigns
Pricing Models	Creating Text Ads
PPC Cost Formula	Creating Ad Groups
Ad Page Rank	Bidding Strategy for CPC
Billing and Payments	Remarketing
Adwords User Interface	Practical Examples

Module 4: Google Analytics

Google Analytics	Developing Intelligence Report
Web Analytics	Google Webmaster Tool
Integrating with Website	Setting up Tool for SEO
Measurement Metrics	Adding and Managing Assets
Accounts and Profiles	Integrating WebMaster Tool
Analytics Reporting	Site Map and Site Links
Sorting, Filter and Time Chart	Search Traffic and Links
Audience Segmentation	Google Indexing
Traffic and Behaviour Reports	Managing Crawl Errors
ReMarketing Audiences	Managing Security Issues
Goals and Conversion Reports	

Module 5: Email Marketing

Email Machine – The Strategy	Email Example - Fear
Email Frequency	Email Example – Regret
Why People Don't Buy	Email Example – Ask for Sales
The Fuel – Value	Email Example – Reinforcement

Triggers in Email using 4Ps	Email Example – Offers Announcements
Sequence of Email Triggers	Email Example – Urgency
Email Example – Topic	Email Example – Cross Sales
Email Example – Intro	Email Example – Re-Engagement
Email Example – Product	Email Example – Buyer vs Consumer
Email Example - Secondary Value	Email Software and Tools

Module 6: Lead Generation for Business

Marketing Automation Tools	Capturing Leads from Sources
Email Campaigns	Lead and List Management
Email Autoresponder	Lead Source Link Building
Creating Landing Page	Lead Tracking Features
Landing Page CTA	

Module 7: Payment Gateway for Business

Payment Gateway in India	Invoice Payments through Emails
Application and Documentation	SMS Invoice Payments
Collecting Online Payment	Integrating Payment Gateway
Web Store using Payment Gateway	Payment Links and its Promotion
Web Fronts using Payment Gateway	Affiliates for Payment Links

Module 8: Affiliate Marketing & Google AdSense

Understanding Affiliate Marketing	Managing Affiliate Accounts
Sources to Make Money Online	Google AdSense Account Setup
Selecting Affiliate Program	Placing Code on Website
Applying for an Affiliate	Placing Code on Blogs
Building Assets for Affiliate Promotion	YouTube Video Monetization
Payments and Payouts	Allowing and Blocking Ads
CPC, CPA, CPI and other metrics	Performance Metrics
Getting Most Conversions	AdSense Administration

Module 9: Google Webmaster Tool

Search Console	Google Index
What is Webmaster tools	Crawl & Fetching your site
Site working on Search Console	Submitting your verification code
Refine personal & site settings	Testing Robot.txt & Sitemaps
Manage & Monitor your site	Security - Check for errors
Search Traffic	

Module 10: Creating a Blog

Using Wordpress for Creating Blog	Easily build a blog on WordPress
Responsive BLOG Themes which is Mobile, Tablet & Desktop	Customizable, Mobile-ready designs and themes with hosting and support from wordpress.
Compatible, Add Categories, Posts and Comments	

Module 11: Ecommerce Business Marketing

Anatomy of ecommerce site
Ecommerce Platforms
Promoting eCommerce Website
Cross/Up/Down Selling
Learn the techniques of Launching an Profitable Ecommerce Business Site

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