



Advance Digital Marketing

DIGITAL MARKETING



About Course

Once you have the basics in order and your website is up and running, the training kick starts to more advanced digital marketing modules where in you learn SEO, PPC Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising.

Advanced Digital marketing is the component of marketing that uses the Internet and online base digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services

ADVANCE DIGITAL MARKETING

CURRICULUM

1 Overview of Digital Marketing

What is marketing and digital marketing?

Understanding Marketing and Digital Marketing Process?

2 Website Creation

Introduction to Web Technologies

Careers in Web Technologies and Job Roles

Roles How the Website Works?

Client and Server Scripting Languages

Difference between a Web Designer and Web Developer

Types of Websites (Static and Dynamic Websites)

Responsive design and layout

3 Photoshop

Introduction to Adobe Photoshop

Color mode & resolution

Types of Graphics

Export image

Animated Image

Tools Ruler and scaling
Create Logos Photos masking

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HTML5

Introduction to HTML5
Introduction to HTML5
What's new in HTML5

5

CSS

Introduction to CSS3.0
What's new in CSS 3.0
Border
border-image
border-radius CSS Shadows
Text-shadow
Box-shadow Background
background-clip
background-size
background-origin
background-image

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Java Script

Syntax

**Enabling
Placement
Variables
Operators**

7 Dreamweaver cc

Interface

Choosing a workspace

Document window & toolbars

The document window

The launcher

The insert panel & tool sets

The document toolbar

The property inspector

Dockable floating panels

Using contextual menus Site Control

Defining a site file and folder management

Creating site maps using the file browser

8 Wordpress

About CMS and creating website in Wordpress

Wordpress Installation

Create domain email accounts

Wordpress introduction themes
How to create pages and post in wordpress
Categories vs tags
How to create Menus in Wordpress
Free theme customization part 1
Free theme customization part 2
Free theme customization part 3
Overview , Analysis, Installation & use of Plugins
Content Development
Payment gateway and website security
Domain Booking
Server & Hosting
One Live Project

9 Search Engine Optimization

What is SEO?
What are search engines and their functions ?
Understanding traffic , keywords etc .
On page optimization

Site Analysis
Keyword Research With Google Keyword Planner
Keyword Planning
Domain

URL Structure

Title Tag

Meta Tag

Google Analytics (Code Generation)

Canonical Tag

H1 Tag

Image Optimization (Alt Tag)

Anchor Tag

Content Optimization

Sitemap Creation & Submission (html and xml)

Robots.txt

Custom 404

301 Redirect

.htaccess

Off page optimization

What is Off page SEO?

Why Off page is Important

What are Backlinks?

Backlinks Creation Methods

Difference Between Do Follow and No Follow Backlinks

What is Google Page Rank

How to Increase Google Page Rank

Web Directory Submissions

Social Bookmarking



Article Writing & Submission

Press Release Writing & Submission

Comment Blogging

Classifieds Posting

Forum Posting

Link Exchange (One way, two way and three way)

Search Engine Submissions

RSS Feeds

Google Web Master Tool (Search Console)

Bing Web Master Tool

SEO Interview Questions

Others SEO Tools

10 PPC Advertising (Google Ads & Express)

Understanding in organic search results

| Introduction to Google ads & PPC advertising

| Overview of Microsoft Adcenter (Bing & Yahoo)

| Setting up Google ads account

| Understanding ads account structure

| Campaigns, Adgroups, Ads, Keywords, etc.

| Types of Advertising campaigns-Search, Display, Video

| Difference between search & display campaign

| How does ads rank ads

Understanding ads algorithm (adrank) in detail with examples

What is quality score

Why quality score is important What is CTR?

Why CTR is important Understanding bids

Advanced level bid strategies

Enhanced CPC

What are flexible bidding strategies

Understanding ad-extensions

Types of ad-extensions

Adding ad-extensions in our Campaign

Creating adgroups

Finding relevant adgroups options using tool

Creating adgroups using tool

Understanding keywords

Finding relevant keywords

Adding keywords in ad-group using keyword planner tool

Understanding types of keywords Board, Phrase, Exact, Synonym & Negative

Examples of types of keywords

Creating ads

Understanding ad metrics Display & destination URL

How to write a compelling ad copy

Best & worst examples of ads Creating ads

Tracking Performance/Conversion



- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing

11 Social Media Marketing

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

12 Facebook And Instagram Marketing

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign

- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- Facebook Creator Studio
- Facebook Ad Breaks
- Facebook Instant Article

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LinkedIn Marketing

- What is LinkedIn
- Understanding LinkedIn
- Company profile vs Individual Profiles
(Difference between Individual and Company Profiles)
- Understanding LinkedIn Groups (Manage LinkedIn groups)
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & its best Practices
- Increase ROI from LinkedIn ads
- LinkedIn Publishing
- Company Pages

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Twitter Advertising

- Understanding twitter
- Tools to listen & measure influence on
Twitter: Tweetdeck, Klout, PeerIndex

- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

15 Quora Marketing

16 Video Marketing

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business
- Developing you tube video for Marketing strategy
- Get traffic through you tube channel/video to your website
- Create video adgroup
- Targeting options
- YouTube Monetization
- How to Increase Youtube (Views, Subscriber Etc.)



Google Analytics

Introduction to Google analytics

How Google analytics works

Understanding Google analytics account structure

Understanding Google analytics insights

Understanding cookie tracking

Types of cookie tracking used by Google analytics

How to set up analytics account

How to add analytics code in website

Understanding goals and conversion how to setup goals?

Understanding different types of goals

Understanding bounce & bounce rate

Difference between exit rate & bounce rate how to reduce bounce rate

How to setup goals

Importance of funnels

How to integrate adwords and analytics account

Benefits of integrating adwords & analytics

Measuring performance of marketing campaigns via Google analytics

Understanding filters & segments

How to set up filters & segments

How to view customized reports

Monitoring traffic sources

Monitoring traffic behavior

Taking corrective actions if required

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Mobile Web Marketing

Understanding Mobile Devices

Mobile Marketing and Social Media

Mobile Marketing Measurement and Analytics

Fundamentals of Mobile marketing

Email Marketing

Database Collection of Email Id's

Service provider (Mailchimp, Sendgrid)

Mail Templates

App Store optimization (ASO)

Addmob

SMS marketing

Whatsapp Marketing

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Online Reputation Management (ORM)

What is online reputation management

Why online reputation management

Understanding ORM scenario

How to deal with criticism online

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

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Adsense & Blogging

What is Adsense

How to get approved for Adsense

Cool trick to get Adsense approval by Google

Using your adsense account interface Placing ads on your blog

Creating blogs with our Free theme

What is Blogging

How to Blog

What is Wordpress and How to Create with Wordpress

Wordpress Themes and Plugins

21

Affiliates

What is Affiliates

How to join and Earn with Affiliates

Top Indian and Worldwide Bloggers

How to Earn Money with Blogging

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Ecommerce Marketing

What is Ecommerce

Top Ecommerce Website around the world

Ecommerce scenario in India

How to do SEO of an Ecommerce website

23

How To Grab Freelancing Projects?

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Certifications

Google Ads Fundamental

Google Ads Search

Google Ads Display

Google Ads Video

Google Ads Shopping

Google As Mobile

Google Analytics

Assessment Certification

Techstack Certificates

Hotspot

Internship

Lorem Ipsum



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