

LEARN DIGITAL MARKETING



Become a Digital Marketing Professional with Us.

Prepare Your Future with our Course

Our course includes Search engine optimization, Google AdWords, Social Media Marketing, Email Marketing, Affiliate Marketing, Google Webmaster Tool, Google Analytics Tool and more.....

Module-1: Introduction to Digital Marketing

- What is Digital Marketing
- Scope Of Digital Marketing
- Benefits of Digital Marketing
- Career opportunities in digital marketing
- Digital Marketing Vs Traditional Marketing

Module-2: Advance SEO 2017 (Search Engine Optimization)

1. Introduction to SEO

- What is SEO
- What is WHITE HAT SEO and BLACK HAT SEO?
- How Search engines work?
- Search Engine Algorithms and Updates
- Keyword Research Process
- Competition Analysis
- Different Types of Search Engines
- On page Optimization strategies
- Off Page Optimization Penguin & Panda update recovery process

3. ON page Optmization

- What is Off Page Optimization
- Difference Between On Page and OFF Page
- What is Link Juice
- What is Do-Follow link and No-Follow Link
- Importance of Backlinks in SEO
- Directory Submission
- Blog Submission
- Classified Submission
- Blog Submission
- Social Submission
- Business Sites Submission
- Usage of WEB 2.0 sites
- Article Submission
- Press Release
- Image Sharing Techniques
- How to use Social Media Platform [10+ Platforms]

2. Research and Analysis of Keywords

- What is a Keyword ?
- Types of Keyword ?
- Keyword Research Tools
- How to use Keywords in SEO?

4. OFF Page Optimization

- What is Off Page Optimization
- Difference Between On Page and OFF Page
- What is Link Juice
- What is Do-Follow link and No-Follow Link
- Importance of Backlinks in SEO
- Directory Submission
- Blog Submission
- Classified Submission
- Blog Submission
- Social Submission
- Business Sites Submission
- Usage of WEB 2.0 sites
- Article Submission
- Press Release
- Image Sharing Techniques
- How to use Social Media Platform [10+ Platforms]

Module-3: Social Media Optimization

- Introduction of Social Media
- Why use Social Media Marketing
- Why Social Media Is Important
- Social Media Strategy
- Benefits of using SMM
- Impact of Social Media on SEO
- Social Media Statistics

1. Facebook Marketing

- Facebook account setup
- Personal account properties
- Facebook business page setup
- Types of Business pages
- Facebook marketing strategy
- Competition analysis
- Cover photo designing
- Increase the Likes to page
- Page management options
- Types of Posts and Statistics
- Dimensions in Posts
- Creating a post strategy
- Examples of Creative Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps creation
- Integration FB in Site

2. YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Create video marketing strategy
- Viral video examples
- Upload the first video
- How to optimize the video
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers
- Annotations and Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Studio
- YouTube Analytics

3. Google+ Marketing

- Benefits of Google+ in SEO
- Creating Profile
- Managing Connections
- Creating Google+ Page
- Types of Pages
- Content Strategy and Statistics
- Posting on Google+
- Increasing the Reach and Followers
- Linking Google+ with Site
- Google+ Badge Integration
- Google+ Groups

4. Pinterest Marketing

- What is Pinterest?
- How brands use Pinterest
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Strategy
- Boards in Pinterest
- Pins and Links
- Generating Engagements
- Using Info Graphics
- Integrating Pinterest in Site
- Engagement Metrics for Pins
- Pinterest Analytics

5. Reddit

- What is Reddit
- Why Reddit
- Why Digital Marketing Use Reddit
- Why we get more Traffic From reddit
- Why Reddit is big Platform after FACEBOOK
- How To Handle Reddit
- 10+ Social Media Platforms Secrets

Module-4: E-Mail Marketing

- What is Email Marketing
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Software's
- Designing Newsletters
- E-mail Marketing Guidelines
- How many E-mail Will you send From
- one E-mail ID?

Module-5: Google Analytics Tools

- What is Google Analytics
- Why Google Analytics
- Installing Analytics in Site
- Generating Reports
- Complete Parameters of Tool

Module-6: Google Webmaster Tools

- What is Google Webmaster Tool
- Why Google Webmaster Tool
- Installing Webmaster Tool in Site
- Generating Reports
- Complete Parameters of Tool

Module-7: Affiliate Marketing

- What is Affiliate Marketing
- Why Affiliate Marketing
- Importance of Goals and Conversions
- How Affiliate Marketing works
- How Affiliate Marketing websites

Module-8: Google Adwords

- What is Google Adwords
- Why Google Adwords
- Google Adwords Network
- What is Search Engine Ads and Parameters
- What is Display Network Ads and Parameters
- What is Mobile Ads and Parameters
- What is Shopping Ads and Parameters
- What is Video Ads and Parameters

Module-9: Digital Marketing Interview Questions

- How to apply Digital Jobs
- Resume Making for Special Digital Marketing
- Naukri.com Profile for Digital Marketing Specialist
- How to face Digital Marketing Interview

WHY WEBGURUKUL EDUCATION?



Learn from company experts

Learn from project developers and get train at corporate level.



Practical based approach

Practice while learning. Training approach is totally practical.



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Separate team and time for problem to solve your problems



Marketing isn't magic. There is a science to it.



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