

# Digital Marketing Course

## Course Outline

Session	Topic Description
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| 1 | Introduction of the course.<br>Intro of E-Business/Digital Marketing.<br>Benefits of SEO with practical examples. |
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*Choose your way forward, Going for a job, Need a blog? Ecommerce website?*

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| 2 | Business websites Vs. Blogs<br>E-Commerce stores,<br>Type of blogs. Develop a Blog Class<br>Activity <i>How to make money by blogging</i> |
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| 3 | Identify your target market and build marketing persona.<br>How to write compelling content that can go viral. |
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| 4 | Web Hosting introduction.<br>Choosing a Domain & Hosting, TLDs, ccTLDs. |
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Choosing target market - *local vs. global audience.*

Blogging platforms

E-commerce platforms

- 5 What are search engines and how do they work? Intro to Google algorithm  
Keywords research
- 6 On-Page SEO Factor  
Meta Title, Description  
Content optimization
- 8 Google Analytics  
*Complete understanding including implementation into your website.*
- 9 Google webmaster  
*How to setup and complete understanding*
- 10 Conversion optimization factor for E-commerce websites. Competitors research
- 11 SEO Backlinking techniques Organic Vs. Inorganic
  - Blog Comments
  - Forum postings
  - Article Submission
- 12 SEO Backlinking techniques
  - Business Listing
  - Social Bookmarking

- Video marketing

## 13 Advance Link building techniques

- Guest Postings
- Infographics
- Outreach

Introduction to PPC Adwords marketing

## 14 Social media optimization,

- Paid Facebook Ads,
- Facebook Remarketing
- Do's and Don'ts of SEO Link building

## 15 Google Adwords (PPC)

- Google Remarketing
- How to setup search & display campaign

## 16 Question answers

- Future Scope