

DIGITAL MARKETING

ADVANCED COURSE
ONLINE | OFFLINE BATCHES



BENEFITS:

- Advanced level
- Practical Classes
- Live Websites access
- Tools Access
- Doubt Sessions

REGISTER TODAY

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WHO CAN LEARN?

Graduate, B.Tech, MBA, MCA
Any Freshers, Experienced
candidates in any domain



STUDENTS



PROFESSIONALS



ENTREPRENEURS



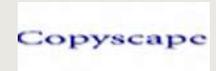
HOME MAKERS

SEARCH ENGINE OPTIMISATION

ON PAGE OPTIMIZATION

- URL renaming/re-writing.
 - Url Canonicalization(301 redirects using .ht access code).
 - Optimizing websites by Analysing Clients Individual Web Pages using Dupli- cheker,Copy scape for Refreshing Content.
 - Text to Html Ratio, Website Loading Speed, Site Navigation Structure.
 - Importance of Bread Crumb Structure.
 - Competition Analysis.
 - Keyword Research (Google Keyword tool).
 - Title & Meta Tags development.
 - Importance of H1, H2, H3 Tags.
 - XML sitemap Creation, Html sitemap.
 - Robots Text Creation.
 - Keyword density, Anchor Text in web content.
 - Existing Web Content Optimization?
 - Competitor
 - Analysis & Monitoring.
 - Schema (Rich Snippets)
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DIGITAL MARKETING TOOLS



GOOGLE SEARCH CONSOLE

- Adding a Site and Verification Process.
- Configuration Settings.
- URL Parameters.
- Search Analytics Reports.
- Crawl Errors / Stats.
- Google Fetch.
- Blocking the Crawler and blocking pages.
- Traffic.
- Search Queries
- Links to Site / Internal Links.
- Resubmitting Sitemaps.
- Robots.txt tester.
- Remove/ Temporarily hide urls from search results.
- Remove URLs from index.
- HTML Suggestions.
- Rich Snippets.
- International SEO



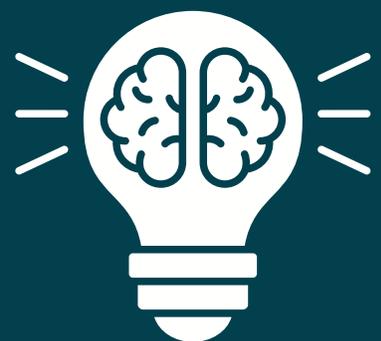
RESEARCH & ANALYSIS OF KEYWORDS

- Importance of keywords in SEO.
- What are keywords?.
- Types of Keywords (Broad match, Exact match, Phrase Match Broad match Modifier).
- Analysis of keywords for any website.
- Research on keywords.
- Competitor keyword analysis and tools used.
- Analysis of keywords using Google Ad Words keyword tool.
- Competitor Analysis Fitting right keywords to the project.
- Discussion on Google Latest Algorithms.
- Competitor Keyword Research Tools : Keyword Spy, SPYfu, SEM Rush



OFF PAGE OPTIMIZATION

- Directory Submissions.
- Social Bookmarking in high PR sites.
- Participation in Forums and Effective interaction to get Permanent Back links.
- Blog Commenting.
- Classified Submissions.
- Guest Blogging.
- Article Submission.
- PDF sharing.
- Press Release Submission.
- Deep Linking.
- Search Engine Submission.
- High PR Web 2.0 sites.
- Creating Attractive Info graphics and Sharing in Social Networks for User Engagement.
- Image Sharing Submission.
- Google Reviews.
- Google Mapping.
- Yahoo answers, Quora answers



GOOGLE ALGORITHMS

- Panda Algorithm.
- Penguin Algorithm.
- Hummingbird Algorithm.
- Pigeon Algorithm.
- Mobile Algorithm.
- RankBrain Algorithm.
- Possum Algorithm.
- Fred Algorithm

SEO AUDIT REPORT TOOLS

- Screaming Frog SEO Spider (for larger websites).
 - IWebchk.
 - Seoptimer
 - Woorank.
 - SEOsitechekup.
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SOCIAL MEDIA MARKETING

FACEBOOK

- How to increase Facebook likes, shares, Reach for posts.
- How to find targeted audience on facebook?
- How to create facebook page?
- How to create Facebook groups and participate in a right way?
- Creating Events ,Customizing tabs in facebook page.
- Settings , Page roles ,Cross posting, Response Assistant.

FACEBOOK ADS

- Understanding Campaign, Adgroup, Ads Structure.
- Brand awareness Campaign.
- Reach Campaign.
- Likes Campaign.
- Event Response Campaign.
- Boost Post Campaign.
- Lead Generation Campaign.
- App install Campaign.
- Video Campaign.
- Conversion campaign.
- Difference between Custom Audience and look a like Audience and how to use it.
- Upload custom audience and run ads for different campaigns.
- Retargeting on Custom Audience.
- Detailed Explanation on Reach,Impressions, Clicks, Click through rate, conversion, conversion rate , link clicks, link click through rate.
- How to generate the reports after running live campagins?
- Analysing the reports and calculating ROI.
- Applying filters, Rules, break down and generating reports

X MARKETING

- How to find targeted audience on x.
- Creating x profile.
- Increasing followers on twitter.
- Using hash tags.
- Embedding the tweets.
- Likes, retweets, lists, Moments.
- Integrate twitter with facebook and other tools.
- Customizing twitter profile.
- X analytics, Analysis.
- 3rd party tools to find targeted audience in twitter. • Competitor analysis. • Follows, unfollows, Net followers. • Location wise followers. • Twitter ads

PINTEREST

- Creating Pinterest profile.
- Creation of Boards and Pins.
- Adding pins in relevant boards.
- Increasing followers.
- Finding right pins using hashtags.
- Increasing network in pinterest.
- Importance of image sharing and role of pinterest.
- Indexing pinterest images.
- Repins and boards concept.
- Sharing pins.
- Pinning other pins in our boards.
- Pinterest analytics.
- Website analytics in Pinterest

LINKEDIN

- Creating LinkedIn profile.
- Creating LinkedIn page.
- Increasing connections by using various techniques.
- Discussion on 1st connection , 2nd connection, 3rd connection.
- Finding company pages and following them.
- Sending personal invitation.
- Who's viewed your profile.
- Notifications, Messages.
- Lead generation using LinkedIn.
- Using Advanced filters to find targeted professionals on LinkedIn.
- Alumni to connect with previous employers or educational groups.
- Creating groups and participating in LinkedIn.
- Group access levels.
- Page access in LinkedIn.
- LinkedIn pulse and content marketing strategies

LINKEDIN ADS

- Display ADS.
- Inmail ADS.
- CPC ADS.
- Sponsored ads.
- Lead Generation ADS

PPC ADVERTISING WITH GOOGLE ADS

UNDERSTANDING PURPOSE OF CAMPAIGN

- Different types of Campaigns.
- Importance of Each Campaign.

SEARCH NETWORK

- Creating Search Network Campaign.
- Account Limits in Google Ads.
- Location and Language Settings.
- Networks and Devices.
- Bidding and Budget.
- Schedule: Start date, end date, ad scheduling.
- Ad delivery: Ad rotation.
- Purpose of Ad Groups.
- Keyword Types (Broad, Phrase, Exact and Negative).
- Google Ads Tools.
- Text Ad Format.
- Quality Score and Its Importance.
- AD Rank.
- Understanding the Ad Group and Keywords Dash Board.
- Search Terms.
- Segments, Filters, Reports.
- Alerts Setting.
- Access levels (Standard , Read only, Email, Admin).
- Google Ads Interface Tour.
- Google Ads Dash Board.
- Billing in Google Ads.
- Device Bidding (Mobile, Desktop, Tablet).
- Negative keywords identification.
- Ad Extensions.
- Sitelinks Extensions.
- Call Extensions.
- Tools and techniques to find negative keywords.
- Impressions, Clicks, CTR, Cost, AVG CPC, MAX CPC.
- Call out Extensions.
- Message Extensions.
- Structured Snippet Extensions.
- Price Extensions.
- Location Extensions.
- App Extensions.

GOOGLE SHOPPING CAMPAIGNS

- Introduction to Google shopping Campaigns
- Google merchant center
- Linking Google Merchant center with Google ads
- Create product feeds

Explanation on Product feed types :

- Google sheets
- Scheduled fetch
- Content API
- Upload file

Merchant center business setup :

- Business Information
- Claiming website url
- Branding and logo

Creating product feed using Google sheets:

- Product information and importance of columns like ID , Product name , condition , stock availability, price , GTIN, MPN,Image url , Product url, Product category
- Selecting product category from official google Taxonomy Sheet
- Product feed fetching and diagnostics
- Creating Google shopping Campaign, Adgroup , Ad
- Analysing and optimizing the campaign performance
- Reports analysis

GOOGLE DISCOVERY CAMPAIGNS

- Importance of discovery campaigns
- Campaign setup
- Adgroups
- Ads
- Reports analysis

DISPLAY NETWORK TARGETING

- Setting a Display Network Campaign.
- Concept of VCPM and Branding.
- Automatic Placements.
- Manual Placements.
- CPC Bidding and VCPM Bidding.
- Ad delivery: Ad rotation, frequency capping.
- Topic Targeting.
- Keyword targeting.
- Placement targeting.
- Purpose of Conversions.
- Creating Conversion Tracking Code.
- Tracking the Conversions.
- Purpose of Conversions.
- Clicks, Impressions, Viewable impressions, CTR, Cost, Conversion rate, Cost/conversion, All conversions, View through conversions.
- Remarketing List creation and ads.
- Uploading customer email ids, selecting targeted customer lists, creating different formats of Gmail ads.
- Impressions, Clicks, Gmail forwards, saves, CTR, Cost, AVG CPC

VIDEO NETWORK

- Creating Video Campaign.
- Instream ads.
- Bumper ads.
- Video Discovery ads.
- Views,CPV,Impressions, Clicks, CTR, Avg CPC , Cost,Interaction rate.
- Keyword Targeting.
- Topic Targeting.
- Placements Targeting.
- Remarketing in youtube ads

UNIVERSAL APP CAMPAIGN

- Creating App campaign.
- Importance of Mobile app installs.
- Different ad formats like Text, image, Video ads in app install campaigns.
- Tracking Reports

GOOGLE SMART CAMPAIGN

- How to create smart campaign.
- Difference between Search Network and Smart Campaign.
- How smart campaign is helpful to business owners.
- Rreport Analyasis
- Discussion on impressions, clicks, cost, queries which are triggering clicks

GOOGLE ANALYTICS

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure.
- Setting up an account in Google analytics
- Adding analytics code in website
- Understanding different types of traffic
- Downloading different traffic reports Creating Key performance indicators using primary and secondary dimension
- Understanding Bounce rate and how to reduce it
- Setting up goals and tracking conversions
- Different types of Goal conversion paths
- Importance of funnels in goal conversions
- Integrating Google Adwords with Google Analytics and Google Merchant centres
- Tracking Adwords Campaign reports in Analytics
- Filtering the traffic and creating different types of Pictorial charts to analyse reports visually
- Importance of UTM Tagging (Automatic and manual)
- Enabling Automatic UTM tagging gclid in Google Ads
- Event Tracking in Google analytics
- Creating Dashboards
- Checking Real Time Traffic
- Creating Advance Segmentation Reports with multiple Dimensions
- Attribution Modelling (Single Multichannel)
- Creating Custom Reports
- Remarketing using Google Analytics
- Tracking Ecommerce Reports
- Google Analytics Solution Gallery

EMAIL MARKETING

- What is email marketing.
- Importance of email marketing in generating leads.
- Email list Validation tools.
- How to write effective subject lines.
- How email Marketing works.
- Challenges faced in sending bulk emails.
- Setting up campaigns and lists.
- Creating email marketing template and sending bulk mails.
- Uploading mail IDs to the tool.
- Creating subscriber lists.
- Checking open rates, clicks, click through rate.
- Checking traffic from various locations.
- Creating Popups, Landing pages, Embedded Forms.
- Automated Workflows.
- Growing subscribers list

LEAD GENERATION USING SOCIAL MEDIA & CONVERSION RATE OPTIMIZATION

- What is conversion rate and conversion rate optimization.
- How to generate leads for B2B using LinkedIn.
- Generating leads through Facebook.
- Advantages of premium membership in LinkedIn.
- Importance of A/B Testing and tools used.
- Landing page Design importance in getting leads.

ONLINE EARNING METHODS

AFFILIATE MARKETING

- What is affiliate marketing and how to earn money from it?
- Discussion on worlds popular affiliate network sites.
- Creating banners and using on blogs.
- Identifying the money making, highly targeted and less competitive keywords.
- How SEO helps in Affiliate marketing and Google AdSense.
- Registering in Affiliate network sites.
- Promoting various sites.

GOOGLE ADSENSE

- What is Google AdSense?
- Why Google AdSense is the highest money marketing method in the world (Monthly income more than 10Lakhs).
- How to get approval from Google to display ads your sites and earn money.

ONLINE REPUTATION MANAGEMENT

- How to maintain positive brand for any company?
- How to remove negativity for any company website?
- How to remove the negative links in top positions in Google.
- ORM Tools.
- How to find who mentions about our company in online.
- Discussion on paid content curation tools



WORDPRESS

- What is Content Management system
- Procedure to connect with CMS websites
- Wordpress internal tour
- Post ,Pages , Plugins
- Tracking codes installation in wordpress
- Focus keywords
- Adding title , description tags using Yoast SEO plugin
- Adding and customizing menus
- Permalinks setting
- Robots.txt Enable and disable in wordpress



GOOGLE MY BUSINESS

- Setting up account in Google my business.
- Entering business details and adding tags.
- Verification code process.
- Access level
- Adding posts

- Photos
- Interface tour
- Access levels and location extensions concept in adwords.
- Adding multiple locations and getting verified for each listing

SMS MARKETING

- Importance of SMS marketing.
- Challenges faced in bulk sms marketing.
- DND and Non DND
- Promotional and transactional SMS.
- Sender ID creation.
- Creating templates.
- Uploading mobile nos.
- Understanding the list, groups, paste list options, Tracking reports.
- Retargeting the people who engaged with SMS.





CONTACT US

Have questions or need guidance about our Digital Marketing course? Reach out to us—we're here to help you take the next step in your learning journey.



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