

Vaira Digital School

Your futuristic DIGITAL journey starts here...

Digital Marketing – COURSE SYLLABUS

Course includes

1. SEO
2. SEM
3. SMM
4. Mobile SEO
5. Email Marketing
6. Introduction to HTML5, Wordpress
7. Live Projects
8. 100% Job assistance

Syllabus:

I. SEO (Search Engine Optimization)

- a. Introduction/Basic SEO
- b. Basic html5
- c. On Page
 - i. Meta Tags
 - ii. Alt Tags
 - iii. Anchor text
 - iv. Sitemaps html/xml
 - v. Internal Links

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- d. Off Page
 - i. Links submissions
 - ii. PPT Submissions
 - iii. Social Bookmarking
 - iv. Image/Infographics Submission
 - v. Video Submissions
 - vi. Blogs
 - vii. Articles Submissions
- e. Advance SEO
- f. Google Analytics
- g. Google Webmaster
- h. Google Tag Manager
- i. Htaccess file
- j. Robot.txt
- k. Canonical tag
- l. Site links
- m. Keyword mapping
- n. Introduction to Wordpress

II. SEM (Search Engine Marketing)

- a. Google Adwords/Pay per click
- b. Create campaign
- c. Bidding strategies
- d. Types of adds
- e. Settings
- f. Add groups
- g. Manage multiple account
- h. Remarketing

- i. Conversion tracking
- j. Conversion optimizer
- k. Link Google analytics and Adwords
- l. Payment method and settings
- m. Google Adwords certification
- n. Facebook Advertising
- o. LinkedIn Advertising
- p. You Tube Advertising

III. SMM/SMO(Search Media Marketing/Search Engine Optimization)

- a. Introduction
- b. Importance
- c. Types of accounts
- d. Social platforms intro
- e. Type of social platforms and their uniqueness
 - i. Facebook
 - ii. Twitter
 - iii. LinkedIn
 - iv. Youtube
 - v. Pinterest

IV. Email Marketing

- a. Intro
- b. Tips to maximize email marketing
- c. Know your audience
- d. Craft your message
- e. Choose the right format
- f. HTML emails
- g. Email tracking

V. Mobile SEO

- a. Latest Mobile devices
- b. Latest Operating version systems
- c. Responsive Design
- d. User Friendly
- e. Mobile Friendly
- f. Similar URLs as to your Desktops
- g. Avoid common mistakes
- h. Configure for other devices.

VI. Internship for 3-6 months

VII. 100% Job Assistance

VIII. Course Certification – Vaira Digital School, Google Certification

IX. Who can do this course-

- i. Students 12th standard and above , any graduate
- ii. House wife's
- iii. Working professionals