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

    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 par 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