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School of Digital Marketing ▶ [www.SchoolofDigitalMarketing.co.in](http://www.SchoolofDigitalMarketing.co.in)  
▶ [www.SeoTrainingInstitutesPune.co.in](http://www.SeoTrainingInstitutesPune.co.in)

### Highlights:

- ✓ School of Digital Marketing is a Google Partner
- ✓ 100% Job Assistance
- ✓ 60% Theory & 40% Practical's
- ✓ Work on Live Projects
- ✓ Notes provided in the form of Softcopy & Hardcopy
- ✓ Unlimited calls till you get placed0

**Google Certified Professional Certification (GCP) would be covered without any extra charges**

- ✓ More than 1500+ Students Trained & Placed
- ✓ Training would be provided by Industry Experts
- ✓ Wi-Fi Connectivity

- I. Module: Search Engine Optimization (SEO)
- II. Module: Social Media Optimization (SMO)
- III. Module: Search Engine Marketing (SEM)
- IV. E-Mail Marketing(E-marketing)
- V. Mobile Search Engine Optimization (SEO)

### I. Module : Search Engine Optimization (SEO)

1. What are Search Engines and Basics?
2. How Search Engines works?
3. What is Website?
4. What is keyword?

5. What is Keyword Density?
6. Keywords Research and Analysis
7. Google Sandbox effect
8. HTML Basics

#### On Page Optimization

1. Meta Tag Optimization
2. Title tag
3. Description tag
4. Image optimization
5. Creating/uploading Robots file
6. Creating/uploading XML Sitemap
7. Creating/uploading HTML Sitemap
8. Creating/uploading Google webmaster code
9. Creating/uploading Google Analytics code
10. URL renaming and re-writing

13. Bold & Italic Tag
14. What is Page Rank?
15. Essentials of good website designing
16. Header and footer
17. 404 Error Redirects
18. 301 / 302 redirection
19. How to register Site?
20. Hosting of site?
21. Competitor analysis
22. Pre/post-website analysis

<ul style="list-style-type: none"> <li>11. Anchor Text</li> <li>12. Heading tag</li> </ul>	<ul style="list-style-type: none"> <li>23. Alexa report</li> <li>24. Some Common SEO tools &amp; plug-ins</li> </ul>
<p><b>Off Page Optimization</b></p> <ul style="list-style-type: none"> <li>1. Search engines submissions</li> <li>2. Directory Submission</li> <li>3. Blog Submission</li> <li>4. Article Submission</li> </ul>	<ul style="list-style-type: none"> <li>5. Social book-marking</li> <li>6. Free Classifieds</li> <li>7. Press Releases submission</li> </ul>
<p><b>Advanced SEO Course Content</b></p> <ul style="list-style-type: none"> <li>1. Names of the Search Engine Spiders</li> <li>2. Google Analytics Cookies</li> <li>3. Email Tracking in Google Analytics</li> <li>4. Conversion Tracking in Google Analytics</li> <li>5. E-commerce Tracking in Google Analytics</li> <li>6. What are Annotations in Google Analytics?</li> <li>7. Goals &amp; Funnels in Google Analytics</li> <li>8. Custom Reporting in Google Analytics</li> <li>9. Admin Section in Google Analytics</li> <li>10. What is Google Panda?</li> </ul>	<ul style="list-style-type: none"> <li>11. What is Google Penguin?</li> <li>12. What is Google Humming Bird?</li> <li>13. Google Webmaster</li> <li>14. URL Remover</li> <li>15. Query Deserve Freshness</li> <li>16. Latent Symantec Indexing</li> <li>17. .ht Access Files and their Importance</li> <li>18. Canonical Links</li> <li>19. What are Site Links?</li> <li>20. What is Keyword Mapping?</li> </ul>

## II. Module: Social Media Optimization (SMO)

<ul style="list-style-type: none"> <li>1. What is social media?</li> <li>2. How can social media help my business?</li> <li>3. Social Media Training: The Big Picture</li> <li>4. Conversations, relationships, word of mouth and transparency</li> <li>5. The key Social Media tools and networks</li> <li>6. Establishing your online identity and message</li> </ul>	<ul style="list-style-type: none"> <li>7. The consolidated approach™</li> <li>8. Social Media Training: Blogging</li> <li>9. Why should you blog and what should you to blog about</li> <li>10. The main types of blog post</li> <li>11. Research methods for writing quality, timely content</li> <li>12. Engaging your audience with video</li> </ul>
<p><b>Social Media Training: Making best use of specific Social Media platforms</b></p> <p><b>Facebook</b></p> <ul style="list-style-type: none"> <li>1. How can Facebook be used to aid my business?</li> <li>2. Developing a useful fan-page</li> <li>3. Facebook apps to share content</li> </ul> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>1. How does Twitter work?</li> <li>2. Setting up a Twitter account</li> <li>3. Re-tweets, hash tags and lists</li> <li>4. Managing and enhancing Twitter with apps</li> <li>5. Tweeting rich media</li> </ul>	<p><b>LinkedIn</b></p> <ul style="list-style-type: none"> <li>1. Your profile</li> <li>2. Building quality connections and getting recommendations from others</li> <li>3. How to use groups – drive traffic with news &amp; discussions</li> <li>4. Social Media Training: Pulling all the Social Media Platforms Together</li> <li>5. Working efficiently, this can be done by connecting the Social Media platforms and networks</li> <li>6. Working consistently</li> <li>7. Social Media Training: Monitoring your Social Media Performance &amp; Developing an Action Plan</li> <li>8. View what people are saying about you. Use tools to see your analytics and stats. Develop your strategy</li> </ul>

### III. Module: Search Engine Marketing (SEM)

**Campaigns Covered:**

- Google PPC Campaigns
- LinkedIn Campaigns
- Facebook Campaign
- YouTube Advertising

<p><b>Google PPC Campaigns Course Content</b></p> <ol style="list-style-type: none"> <li>1. Ad-Words Account Setup</li> <li>2. Creating Ad-Words Account</li> <li>3. Ad-Words Interface Tour</li> <li>4. Ad-Words Dash Board</li> <li>5. Billing in Ad-Words</li> <li>6. Creating First Campaign</li> <li>7. Understanding purpose of Campaign</li> <li>8. Account Limits in Ad-Words</li> <li>9. Location and Language Settings</li> <li>10. Networks and Devices</li> <li>11. Bidding and Budget</li> <li>12. Schedule: Start date, end date, ad scheduling</li> <li>13. Ad delivery: Ad rotation, frequency capping</li> <li>14. Demographic bidding (Display Only)</li> <li>15. Social settings (Display Only)</li> <li>16. Ad groups and Keywords</li> <li>17. Purpose of Ad Groups</li> <li>18. Keyword Types (Broad, Phrase, Exact and Negative)</li> </ol>	<ol style="list-style-type: none"> <li>19. Ad-Words Keyword Tool</li> <li>20. Text Ad Format</li> <li>21. Quality Score and Its Importance</li> <li>22. Understanding the Ad Group and Keywords Dash Board</li> <li>23. Search Terms</li> <li>24. Columns Customization</li> <li>25. Filters</li> <li>26. Text Ads and Guidelines</li> <li>27. Image Ad Formats and Guidelines</li> <li>28. Display Ad Builder Ads and Guidelines</li> <li>29. Video Ads Format</li> <li>30. Contextual Targeting Tool</li> <li>31. CPC Bidding and CPM Bidding</li> <li>32. Conversion Tracking</li> <li>33. Website Optimizer</li> <li>34. A/B Testing</li> <li>35. Conversion Tracking</li> <li>36. Dimensions Reports</li> <li>37. Multi User Access</li> </ol>
<p><b>YouTube Video Campaigns Course Content</b></p> <ol style="list-style-type: none"> <li>1. An introduction to YouTube</li> <li>2. How to optimize your YouTube channel</li> <li>3. How to gain more YouTube views &amp; subscribers successful</li> <li>4. How to optimize &amp; leverage YouTube videos</li> <li>5. How to work with your YouTube audience</li> <li>6. YouTube Ad Formats Supported</li> <li>7. YouTube Analytics &amp; Insights</li> <li>8. Video Manager</li> <li>9. YouTube Video Dashboard</li> <li>10. Video Bidding C.P.V (Cost Per View)</li> <li>11. The ground rules; the major Do's and Don'ts about creating your YouTube presence</li> <li>12. How it works – the basics</li> </ol>	<ol style="list-style-type: none"> <li>13. How it works – the advanced and little known features</li> <li>14. Content – what, why and when to publish it on YouTube</li> <li>15. Building your brand on YouTube</li> <li>16. The important of the written word to promote video</li> <li>17. Driving visitors to your website through YouTube</li> <li>18. Embedding and distributing video for commercial gain</li> <li>19. YouTube and legal implications</li> <li>20. The sector in which you operate and YouTube trends</li> </ol>

<p><b>Facebook Course Content</b></p> <ol style="list-style-type: none"> <li>1. An introduction to Social Media and Facebook in particular</li> <li>2. What is Facebook and why do so many people use it?</li> <li>3. What are the business benefits of a Facebook profile?</li> <li>4. The ground rules; the major Do's and Don'ts about creating a business profile on Facebook.</li> <li>5. How it works – the basics</li> <li>6. How it works – the advanced and little known features</li> <li>7. Etiquette on Facebook</li> <li>8. Getting your message across on Facebook</li> <li>9. Building your brand on Facebook</li> <li>10. Connecting and research with Facebook</li> </ol>	<ol style="list-style-type: none"> <li>11. Creating new customers and keeping them</li> <li>12. Driving visitors to your website through Facebook</li> <li>13. Enhancing your Facebook activity</li> <li>14. Direct communication with your Facebook 'friends'</li> <li>15. Generating leads through Facebook for offline follow-up</li> <li>16. Essential third party tools and applications</li> <li>17. Facebook and legal implications</li> <li>18. Your company on Facebook</li> <li>19. Your competitors on Facebook</li> <li>20. The sector in which you operate and Facebook trends</li> <li>21. Achieving your company/organization goals on Facebook</li> </ol>
<p><b>LinkedIn Course Content</b></p> <ol style="list-style-type: none"> <li>1. Introduction to LinkedIn</li> <li>2. Why LinkedIn is Key and its place in the social media and business worlds</li> <li>3. Setting your LinkedIn strategy</li> <li>4. Getting your Settings right for you</li> <li>5. How it works – the basics</li> <li>6. How it works – the advanced and little known features</li> <li>7. Etiquette on LinkedIn</li> <li>8. Getting your message across on LinkedIn</li> <li>9. Building your brand on LinkedIn</li> <li>10. Creating the right profile: the cornerstone of your LinkedIn activity</li> <li>11. Developing your profile to attract new prospects and clients as well as acting as "social proof" for referrals and word of mouth</li> <li>12. Developing your network to increase your reach and visibility</li> <li>13. Methods and approaches to extend your network</li> <li>14. Using the advanced search facilities to find new potential prospects and target new business</li> </ol>	<ol style="list-style-type: none"> <li>15. Raising your profile and marketing yourself, your company and services</li> <li>16. Developing and raising your profile to set you apart from the competition on LinkedIn</li> <li>17. Updates: how to use them best without re-inventing the wheel</li> <li>18. Groups: participating sensibly and establishing your own</li> <li>19. Recommendations, messaging, endorsements and other on-site tools</li> <li>20. Company tools and coordinating activities</li> <li>21. Setting up, expanding and promoting the All-Important Company Pages</li> <li>22. Company Page Products and Services examined</li> <li>23. Using the Company Updates and Follow buttons</li> <li>24. LinkedIn for General business and marketing use</li> <li>25. LinkedIn for Sales &amp; Business Development</li> <li>26. LinkedIn for Recruiters</li> <li>27. Unlocking the Corporate Marketing Opportunities on LinkedIn</li> <li>28. LinkedIn as a tool for Jobseekers (Outplacement focus)</li> </ol>

#### IV. E-Mail Marketing(E-marketing)

<ol style="list-style-type: none"> <li>1. The Top 10 things you can do with email</li> <li>2. Permission and E-permission marketing</li> <li>3. Defining your goals</li> <li>4. HTML v/s text emails</li> <li>5. E-marketing strategies</li> <li>6. Understanding conversion and performance metrics</li> </ol>	<ol style="list-style-type: none"> <li>7. Tracking landing pages</li> <li>8. Choosing your metrics</li> <li>9. A/B and Multivariate testing</li> <li>10. Analyzing test results</li> <li>11. Setting your budgets</li> </ol>
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## V. Mobile Search Engine Optimization (SEO)

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| <ol style="list-style-type: none"><li>1. What should I think about when working with a developer?</li><li>2. Choose your mobile configuration</li><li>3. Understand different devices</li><li>4. Understand key points in going mobile</li><li>5. Select your mobile configuration</li><li>6. Signal your configuration to search engines</li><li>7. Responsive Web Design</li><li>8. Dynamic Serving</li></ol> | <ol style="list-style-type: none"><li>9. Separate URLs</li><li>10. Avoid common mistakes</li><li>11. Blocked JavaScript, CSS and image files</li><li>12. Unplayable content</li><li>13. Faulty redirects</li><li>14. Mobile-only 404s</li><li>15. App download interstitials</li><li>16. Irrelevant cross-links</li><li>17. Slow mobile pages</li></ol> |
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