



DIPLOMA IN DIGITAL MARKETING & INTRODUCTION TO MARKETING AUTOMATION

Digital Marketing



ABOUT THE COURSE:

Due to the rapid changes in technology, Digital Marketing is now seen as a go-to strategy of all businesses for brand promotion. We at Kolkata School Of Digital Marketing encourage students as well as working marketing professionals, to take up our comprehensive course of Diploma in Digital Marketing & Introduction to Marketing Automation, to stand a better chance to be picked by employers. More So, the Diploma course has been designed to educate the learners with all the basics as well as the advanced techniques of Search engine Optimization, Social Media Marketing, Content Marketing, Paid Marketing and much more. By the time you end the course, you'll also have an insight on what automation is and how marketing automation can help change businesses!

This course has been split into 11 convenient modules, with each module allotted a specified time for it. Thereby, along with the theoretical knowledge, the learners are given case studies, exercises and practical classes to get a hands-on experience of all the things that are taught in class. After completion of the course, the learners will be absolute professionals. By Choosing to Give exams from Google and Bing they can get certified by these search engines.

MODULE 1

SEO

- What is SEO?
- Introduction to SERPs.
- How does Search Engine Work?
- Understanding Google Ranking Algorithm.
- Understanding Keywords.
- Google Keyword Planner Tool.
- Selecting keywords for your website.
- Understanding Keyword Stuffing vs. Keyword Placement.

MODULE 2

Onsite SEO

- Page Title and Meta Data Optimization.
- Social media Meta Tag Optimization.
- Content Optimization.
- Link Structure Optimization.
- txt Setup/Optimization.
- XML Sitemap Setup/Optimization.
- SEO friendly redirect setup using htaccess
- Google Webmaster Tools.
- Google Analytics setup and management.
- Introduction to Basic HTML and Dreamweaver Software.
- Introduction to FTP.

MODULE 3

Offsite SEO

- Introduction to PR, PA and DA.
- Directory Submission guidelines and best practices.
- Article Submission guidelines and best practices.
- Press Release Distribution guidelines and best practices.
- B2B/Classified submissions and best practices.
- Guest Blogging.
- Blog Commenting/Forum Posting.
- Dos and Don'ts of Link Building.

MODULE 4

Local SEO

- Introduction to Google My Business
- GMB Optimization
- GMB Ads
- Company Profile Setup in Local Business Directories.
- Citations and Brand Reputation management through Social Media.

MODULE 5

Advanced SEO

- Website Analysis/Audit.
- SEO Proposal.
- Latest Google Algorithm Updates.
- Hands-on experience on using Google Keyword Planner Tool.
- Hands-on experience on Web-page Modification, FTP usage and Dreamweaver Software.
- Setting up Google Webmaster Account and navigating through Google Webmaster Tool
- Navigating through Google Analytics and Understanding Traffic behaviour.
- Link Building for Live sites.

MODULE 6

- Introduction to Online Paid Advertising.
- Comprehensive Keyword Research using Keyword Planner Tool.
- Importance of Broad Match, Modified Match, etc. and Match keywords and How they work.

MODULE 7

- Google Search Network.
- AdWords Ad formats and Best practices.
- Writing Compelling Ad copies.
- Customer Targeting.
- AdWords Bidding Setup and Budget Optimization.
- Ad Extensions.
- Website and Landing Page Optimization.

MODULE 8

- Display Advertising Overview.
- Display Campaign Setup.
- Image Ads.
- Remarketing Concepts.

MODULE 9

- Introduction to Traffic Analysis Tools.
- AdWords Reports.
- Overview of API.
- Overview of AdWords Tools and usage.

PRACTICAL CLASSES

- Class 1- Hands-on experience on using Google AdWords keyword Planner.
- Class 2-Hands-on experience on Campaign Setup and Mock up Test.
- Class 3- Using Google AdWords Editor, Navigating through Google Analytics and Understanding Traffic behaviour + Mock Test.
- Class 4- mock-up for the Google AdWords Fundamental Exam.
- Class 5- mock up for the Google AdWords Advanced Exam.

MODULE 10

- Social Media Marketing
- Facebook and PPC Management.
- Video and Image SEO.
- Multilingual SEO Techniques.
- Affiliate Marketing Overview.
- Email Marketing.
- Project Management.
- Client communication best practices

MODULE 11 **Marketing Automation**

- What is Automation?
- Why do you need Marketing Automation?
- Introduction to Helium CRM


Duration: 2 Months


Fee: Rs. 20,000 + GST

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