

Syllabus for Digital Marketing

Day 1: Introduction to Digital Marketing

Day 2-6: Website Management Training

- Domain & how to buy it
- Hosting & how to buy it
- Creating webpages
- Customize your website

Day 7-9: On page Optimization

- Content Optimization
- Image Optimization
- HTML code optimization
- META Tag creation & optimization
- Analytical tool setup & monitoring

Day 10-14: Off Page Optimization

- Google Base Optimization (Google My Business)
- Link Building
- Article Submission
- Directory Submission
- Guest Blogging
- Quora Submission
- Classified Ads
- Driving traffic through dedicated social networking sites

Day 15-19: Social Media Optimization

- Facebook promotion from Ads Manager
- Checking text overlay for post used for boosting
- Manage all the social media accounts

Day 20-21: Email Marketing

- Gathering Emails
- Use Mail chimp or send blaster for Email Marketing

Day 23-25: Revision

What will students get after this course?

- I. Will get the website which they have worked on for lifetime
- II. Hosting for 1 year
- III. Gain the knowledge about Digital Marketing trend, ideas & strategies
- IV. Know the importance of social medias for branding, promotion & sales
- V. Discover the professional in them
- VI. Strategize with the valuable data & analytics

Total Days: 25 (1 hr/class)

(Depends upon the student, may extend to some more days as well)

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