

## Digital Marketing \_ Global Coach

| Duration | Mode of Training    | Location              | Contact                    |
|----------|---------------------|-----------------------|----------------------------|
| 2 Months | Class Room / Online | Madhapur / Panjagutta | 7337376600 /<br>7995337427 |

### Introduction & Basics of digital marketing

#### Web Designing with WordPress

- Domain & Hosting Introduction
- How to get Domain
- How to get Hosting
- Domain and Hosting connection
- WordPress Installation
- Themes
- Plugins
- Customization
- Header & Footer Setup
- Settings
- User Management
- Elementor Page Builder • Forms
- Google Map Integration
- Lead Generation
- Blog Creation & Customization

#### Search Engine Optimization (SEO)

- Basics of SEO
- Understanding search engines

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- Search engine working process
- Types of keywords
- Google SERP layout explanation
- Crawling & Indexing
- Google updates
- Do's and don'ts of SEO
- Domain Authority
- Page Authority
- Understanding Client Requirement
- SEO Cycle
- Business Analysis
- Manual Keyword analysis
- Automated keyword analysis
- Keyword finalization process
- Website position analysis
- Competitor analysis

### **On page Optimisation**

- URL Optimisation
- Title Optimisation
- Meta description Optimisation
- Meta robots
- Header tags Optimisation
- Content Optimisation
- Keyword Density
- Strategy for Content writing
- Image Optimisation
- Anchor linking
- Canonical URL Optimisation
- Footer Optimisation

### Server-side Optimisation

- Understanding about robots.txt file
- Explanation on sitemap file
- Types of redirections
- Importance of .htaccess file
- Non-www to www redirection

### Off page Optimization

- Types Backlinks
- Do follow and no follow explanation
- Directory submissions
- Social bookmarking submissions
- Article submissions
- Classifieds Submissions
- Image submissions
- Document submissions
- Blog Commenting
- video submission
- Guest Posting
- Quora Submissions
- Business Listings
- Forum Submissions

### Search Console

- Adding Website to Search Console
- Website Ownership Verification
- Website Site map submission
- Individual pages submission with your URL inspection
- Website Performance analysis

- - URL Removals
  - Indexing
  - Core Web vitals
  - Mobile Usability
  - Security Issues
  - Links Analysis
  - Settings
  - Disavow Tool –Disconnecting Bad Backlinks

**How to check website speed** **How to check broken links**

**Plagiarism checking tools** **SEO reporting** **SEO Auditing** **SEO tools**

**How to get competitors backlinks**

**Backlinks Performance Analysis**

## Google Ads

- Introduction to Google Ads.
- Account creation
- Google Ads Account structure
- Account limits in Google ads
- Billing Setup
- Keyword planner
- Actual CPC
- Ad rank
- Quality score

### Types of Google Ads:

- Search Ads

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- Call Ads
- Display Ads
- Responsive Ads
- Gmail Ads
- Performance max Ads
- Shopping Ads
- Video Ads
- Skippable Instream ads
- Non-Skippable Instream ads
- Bumper ads
- In-Feed ads
- Ad sequence
- Discover Ads
- App Promotion Ads

#### **Google Ads Concepts:**

- Campaign Goals
- Types of Campaigns
- Creating campaigns
- Bidding Options
- Target locations and Advanced Location Options
- Audience Segment
- Ad scheduling
- Ad rotation
- Ad group creation
- Adding Keywords
- Frequency capping
- Device targeting
- Display target methods
- Audience based target
- Demographics target

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- Content based target
- Responsive ad
- Ad Copy
- Ad Extensions (Assets)
- Budget Planning
- Remarketing
- Automatic targeting
- Conversion tracking
- Ad Execution
- Ad preview and diagnosis
- Access & Security
- Performance Reports
- Billing Reports
- Google Ads exam

### **Social Media Optimization and Marketing**

- Introduction of social media
- Organic Promotions
- Sponsored Ads
- Posts
- Stories
- Reels
- Hash Tags
- Content Marketing
- Feed Algorithm
- Social Media Calendar Setup

### **Facebook and Instagram:**

- Facebook Business page setup
- Profile picture and Cover picture

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- Bio
- Username setup
- Call-to-action
- About Options
- Business Page Optimization
- Page management options
- Facebook posting strategies
- Improving page likes
- Post engagements
- Page Permissions
- Instagram Business Account
- Connecting Instagram to Facebook
- WhatsApp connecting
- Meta Business Suite
- Content Planning
- Content Scheduling
- Insights/Reports

#### Facebook & Instagram sponsored ads:

- Types of ads
- Account setup
- Ads Manager
- Campaign objectives
- Daily Budget
- Lifetime Budget
- Campaign Bid Strategy
- Ad Scheduling
- Audience targeting
- Custom audience targeting
- Lookalike Audience
- Location, Age & Gender
- Detailed targeting

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- Placements—Devices/Platforms
- Optimization & delivery
- Frequency cap
- Add identity—page connection
- Connecting to Instagram Business Page
- Ad format
- Add Creative
- Facebook pixel
- Billing
- Consolidated Reports
- Breakdown Reports

#### Twitter

- Twitter Page Optimisation
- Brand building
- Engagement
- Hash tags
- Tweets
- Twitter Circle
- Settings
- Lists
- Competitor analysis
- Increasing followers
- Twitter Ads
- Reports

#### LinkedIn

- Profile management
- Profile Optimization for Jobs
- Job Search from LinkedIn
- Business page creation
- Business page Optimization





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- LinkedIn Posts
- Target Audience
- Creating Company Job Posts
- Page Admin Permissions
- Analytics
- LinkedIn Ads
- LinkedIn Campaign Manager
- Ads Reports

### YouTube

- YouTube channel creation
- YouTube Studio
- Channel optimization
- Channel verification
- custom URL Guidelines
- Default options
- Video uploading and video seo
- YouTube thumbnails
- End screens
- Copyright issues
- Video Visibility
- Video scheduling
- YouTube channel analytics
- Independent video analytics
- YouTube audio library
- Permissions
- Monetization and rules
- YouTube partner program



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### Email marketing

- Introduction to Email Marketing

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- Bulk Email Marketing
- E-Mail Bounce
- Opt-in Email ids and Double Opt-in Email ids
- Email lists creation
- How to control spam in emails Bulk Email Marketing tools
- Mailchimp Email Marketing Tool
- Creating campaigns
- Creating templates with Drag and Drop Editor
- Email delivery Reports

#### **Online Reputation Management**

- What is ORM
- How ORM impacts digital marketing
- How to monitor ORM of a company
- ORM tools

#### **Google Analytics**

- Introduction to Google Analytics
- Generating Google Analytics code
- Connecting Analytics code to the website
- Analysing Realtime traffic of the website
- Understanding Audience of the Website
- Traffic Sources of the website
- Technical Reports
- Demographics and location-based reports
- Connecting Google Ads
- Connecting Search Console
- Consolidated Reports
- Permissions
- Event based Reports

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### **Affiliate Marketing**

- What is Affiliate Marketing
- How to get good affiliates
- Commission Structure
- Benefits of Affiliate Marketing
- Types of Affiliate Products
- How to promote Affiliate Links
- How to join Amazon Affiliate and earn money

### **Google Business Profile**

- Introduction to Google Business Profile
  - How to add your business in Google Business Profile
  - Business Profile verification
  - Google business profile optimization
  - Local SEO
  - Business Posts and Offers
  - Reviews Management
  - Identity – Photos/Videos
  - Adding Products
  - Adding Services
  - User Management
- How to increase leads with Google Business Profile