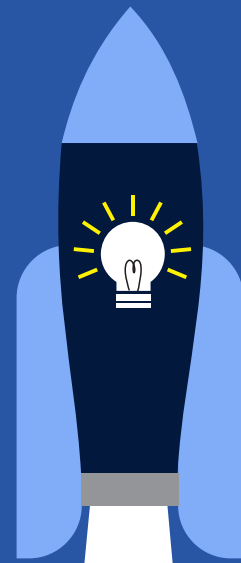


# Advanced Digital Marketing with AI

Course syllabus

**Journey to Excellence**



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# What is Digital Marketing?

- Why organizations do digital marketing?
- 4 P's and 4 C's of Marketing
- What is Internet and how it works?
- Difference between Digital Vs Traditional Marketing
- Digital Marketing Process
  - Increasing Visibility
  - Visitors Engagement
  - Bringing Targeted Traffic
  - Leads
- What do you know about Google?
- How Search Engine works?
  - Crawling
  - Indexing
  - Processing
- Ranking Factors of Google
- Google Algorithms (Panda, Pigeon, Rank Brain, & many more)
- Google Sandbox Effect

# Introduction to Website Development

- Types of Websites
  - Landing Page
  - Portal & E-Commerce
  - Static & Dynamic
  - Blogs
- Basics of HTML
- WordPress Installation on Server
- Understanding the Dashboard
- Changing the default Settings
- Installing and customizing themes
- Content management in WordPress
- Creating categories, pages, and posts
- Adding menu to site
- Adding widgets to site
- Installing useful plugins for site features
- SEO specific plugins



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# Interesting Facts about Google

- Historical facts about Google and its Data Center
- What is Search Engine?
- Types of Search Engines
- What is Search Engine Optimization?
- Search Engine Optimization Types
  - Black Hat SEO
  - White Hat SEO
  - Gray Hat SEO
- SEO life cycle
  - Requirement Gathering
  - Keyword Research
  - On Page Optimization
  - Off Page Optimization
  - Reporting
  - Strategy Review
- Difference between Organic and Inorganic
- What are Search Operators?
- What are Keywords?
- Keyword Research



# On Page Optimization

- Types of keywords
  - Generic Keyword
  - Short Tail Keyword
  - Long Tail Keyword
  - Seasonal Keyword
- Keyword Research Tools
- Keyword Planner tools
- Google Trends
- Initial Site Analysis
- Accessibility of Website
- File Formats
- Navigation
- Competitor Analysis
- Keyword Placement
- Site (URL) Structure Analysis
- URL renaming/re-writing
- H1, H2, H3 Tags
- Title/Description/Keyword/Meta Tags
- Anchor Text
- Image Optimization
- Use of robots.txt
- HTML Validation
- XML Sitemap
- HTML Sitemap
- Canonical Implementation
- 301, 302, 404 Response code
- Domain names
- Internal Link Strategy
- Content Optimization
- Keyword density

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# Off Page Optimization

- What is Domain Authority?
- Backlinks
  - What are backlinks?
  - Types of Backlinks
- Link Building
  - Do's & Don'ts of Link building
  - Link Building Strategies
  - Link Juice
  - Do Follow No Follow
- Local SEO
  - Google Places optimization
  - Preparing SEO Reports
  - The importance of Links for SEO
  - Article Submission
  - Submitting Press Releases
  - Local Classifieds
  - Blog Creation and Submission
  - Blog Comments
  - Local and regional search engines
  - Forum & QnA
  - Social bookmarking
  - Video Submissions
  - Sitemap Submission



# Search Console & Google Analytics

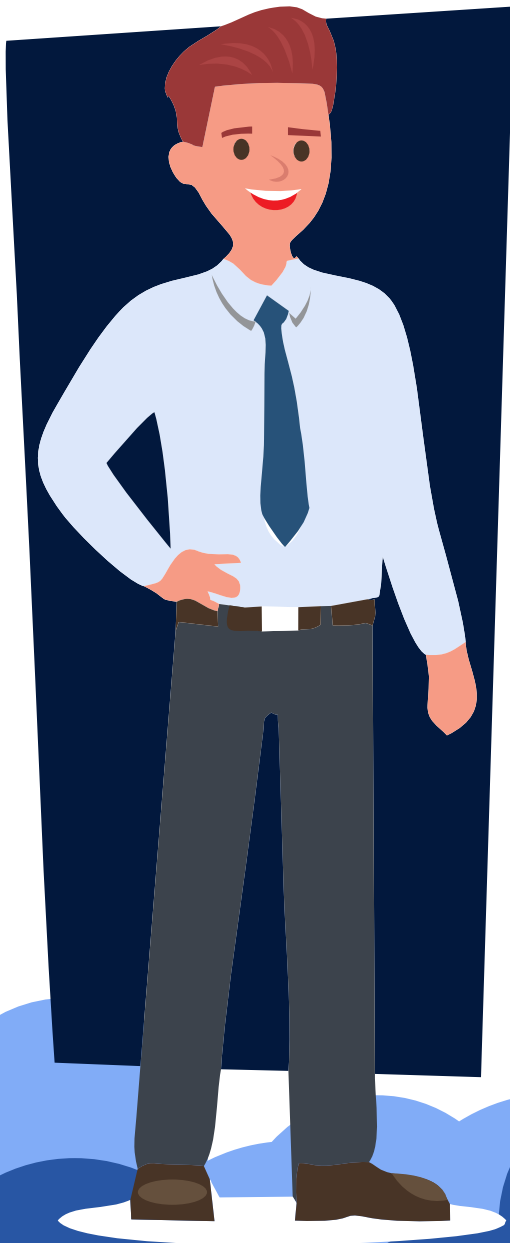
- Adding a Site & Verification Process
- Configuration Settings
- Geographic Settings
- Site Links
- Website Health
- Crawl Errors
- Crawl Status
- Google Fetch
- Blocking the Crawler
- Blocked pages Traffic
- Search Queries
- Links to Site / Internal Links
- Sitemaps
- Remove URLs from index
- HTML Suggestions
- Content Keywords
- Structured Data
- Data Highlighter
- How Analytics tool works?
- Insights
- Cookie Tracking
- Account Creation
- Get tracking ID & Add in Website
- Setup Goals
- What is Bounce Rate?
- How to reduce bounce rate?
- Measure performance of campaigns
- Understanding Filters & segments
- Monitoring traffic source & behavior
- Reporting

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# Reporting and Analysis Tools

- Website Analysis Tools
- Keyword Density Checker
- Broken link Checker Tool
- Final Tracking and Reporting
- Submission Report
- Client Ranking Report



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# Social Media Optimization

- What is Social Media?
- Understanding its importance
- Social Media Marketing
- Marketing in social networking website
- Branding
- Paid Advertising
- Concept of Social Media Success
- Tracking Activity and Results
- URL Shortener Concept
- Blogging for Branding
- Five Blogging Tips
- Blogging for Sales
- Promotion and Calls to Action
- Blogging for SEO

## **Facebook**

- Facebook for Branding
- Using Facebook as Company
- Facebook for Sales
- Facebook Ads
- Facebook for SEO
- Facebook Websites Integration
- Tracking Activity and Results



## **Instagram**

## **YouTube**

## **Twitter Now X**

## **Linkedin**

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# LinkedIn

- LinkedIn for Branding
- Company Profile
- Encouraging Employees to Use LinkedIn
- LinkedIn for Sales
- LinkedIn for SEO
- LinkedIn Ads

## Email Marketing

- How Email works?
- Challenges while sending bulk emails
- Solution over challenges
- Types of email marketing
- Email marketing Tools
- Designing of Email template
- Email marketing scheduler
- Email marketing success tracking
- Creating a Subscriber List



# Lead Generation for Business

# 10

- Importance of Lead Generation
- Converting leads to sales
- **Search Engine Marketing (SEM) Overview**
- Understanding Search Engine Marketing
- Snapshot of SEM Industry
- Advantages of SEM
- Organic vs. Paid Traffic
- Different between the SEO, SMO and SEM
- **Marketing Plan**
- Differentiate Your Services
- Target and Segment Your Audiences
- Understand Your Customers
- Introduction to Google Ads
- **Getting Started with Google Ads**
- Signing Up for Google Ads
- Set Time Zone and Currency
- Verify account
- Activating Your Account

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# Navigating through Google Ads

- User Interface Elements
- Home Tab
- Campaigns Tab
- Opportunities Tab
- Reporting Tab
- Billing Tab
- My Account Tab

## Understanding Google Ads Structure

- AdWords Account
- Campaign Level
- AdGroups Level
- Access Management
- Building Keyword Strategy
- Keyword Discovery and Keyword Research
- Leveraging the Google Keywords Tool
- Demo for the Google Keyword Tool
- Focusing and Targeting Keywords
  - Broad Match
  - Phrase Match
  - Exact Match
  - Setting up Negative Keywords

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# Navigating through Google Ads

- Writing Effective Google Ads
- Call to Action
- Review of Google's Guidelines
- **Understanding Google's Text Ad Structure**
- Creating and Managing Your Ad Campaigns
- Creating Ad Campaigns
- Creating Ad Groups
- Managing Campaign Settings
- How to Edit, Pause, Delete, or Resume Campaigns

## Reporting

- Ads Reporting and Account Performance Reports
- Generating Reports in Google Ads
- Step 1: Select Campaign
- Step 2: Settings
- Step 3: Choosing Report Details
- Step 4: Activating Your Report
- Step 5: Template, Scheduling, and Email

# 12

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# Navigating through Google Ads

- Display Ads Campaigns
- Video Ads Campaigns
- App Marketing
- Introduction to Remarketing Campaigns
- MCC (My Client Center) Account
- Ads Editor Tool
- Conversion Tracking
- Advanced AdWords Marketing

## Online Reputation Management (ORM)

- What is Online Reputation Management?
- Why Business need Online Reputation
- Case Studies of Brands
- Focus Areas in ORM
- ORM Strategy
- Tools for ORM
- Impact of Negative SEO

## Getting Project and Bidding

- Understanding requirement
- Deciding the budget of project
- Different Billing methods
- Bidding for project on bidding sites

# 13

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# Annexure 1

- AI Tools for Content Marketing
- Advance understanding of Business
- Lead Magnets & Effective useage
- Prompt Engineering & Use in SEO & Social Media Marketing
- AI Tools in Creativity
- Resume Building
- Mock Interviews





Transforming Minds & Businesses Digitally

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