

DVS Technologies

DVS Digital Marketing Course Content

MODULE 1: BASICS of DIGITAL MARKETING

- Introduction Online Digital Marketing
- Importance of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Bringing Targeted Traffic
- Lead Generation

MODULE 2: ANALYSIS AND KEYWORD RESEARCH

- Market Research
- Keyword Research and Analysis
- Types of Keywords
- Tools Used for Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords to The Project

MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding the SERP
- Google Processing
- Indexing
- Crawling

MODULE 4: ON-PAGE OPTIMIZATION

- Domain Selection
- Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- Redirections
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- Creating XML Sitemap
- Robot.txt
- No Follow & DO Follow

MODULE 5: OFF-PAGE OPTIMIZATION

- Link Building Tips & Techniques
- Difference Between White Hat And Black Hat SEO
- Alexa Rank, Domain
- Directory Submission
- Social Bookmarking Submission
- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- Blog Submission
- Deep Link Submission
- PDF Submission
- Classified Submission
- Business Listing
- Profile link creations

- Infographics Submission

MODULE 6: SEO UPDATES AND ANALYSIS

- Google Panda
- Penguin
- Humming Bird Algorithm & other algorithms
- Google Penalties
- SEO Tools For Website Analysis And Optimization
- Competitor Website Analysis And Backlinks Building
- Backlinks Tracking, Monitoring, And Reporting

MODULE 7: LOCAL BUSINESS & GOOGLE MAPPING

- Creating Local Listing In Search Engine
- Google Places Setup (Including Images, Videos, Map Etc)
- Search Engine Visibility Reports
- Verification Of Listing
- Google Reviews

MODULE 8: GOOGLE ADS OR PAY PER CLICK MARKETING (SEM)

- Google Ads
- Introduction to Online Advertising & Adwords (Ads)
- Ad words Account And Campaign Basics
- Ad words Targeting And Placement
- Ad words Bidding And Budgeting
- Ad words Tools
- Opportunities
- Optimizing Performance
- Ads Type
- Bidding Strategies
- Search Network
- Video Ads
- Display Network
- Shopping Ads
- Video Ads
- Re-Marketing
- Performance Monitoring

- Reports

MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)

- Social Media Optimization
- Introduction to Social Media Networks
- Types of Social Media Websites
- Social Media Optimization Concepts
- Facebook, LinkedIn
- You Tube
- Hashtags
- Image Optimization

MODULE 10: SOCIAL MEDIA MARKETING (SMM)

- Facebook Optimization
- Creating Facebook Page For Business
- Increasing Fans And Doing Marketing
- Facebook Analytics
- Facebook Advertising And Its Types In Detail
- Creating Advertising Campaigns
- Payment Modes
- Introduction To Twitter
- Creating Strong Profiles On Twitter
- Followers, ReTweets, Clicks
- Conversions, HashTags
- LinkedIn Optimization
- What Is LinkedIn?
- Individual Profile & Company Profile
- Branding On LinkedIn
- Marketing On LinkedIn Groups
- Tools & Techniques

MODULE 11: GOOGLE WEB ANALYTICS

- Getting Started With Google Analytics
- Navigating Google Analytics
- Real-Time Monitoring
- Audience

- Acquisition
- Traffic Sources
- Behavior
- Content
- Visitors
- Live Data
- Demographics

MODULE 12: WEBMASTER TOOLS

- Adding Site and Verification
- Setting Geo-target location
- Search queries analysis
- Filtering Search Queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestion

MODULE 13: SMS MARKETING

- Account Creation
- Contacts Upload
- URL Shorten
- Schedule the Campaign
- Customize SMS

MODULE 14: E-MAIL MARKETING

- Account Creation in Email Marketing Tool
- Uploading Subscribers list in the tool
- Creating the template
- Scheduling the Campaign
- Analysis the campaign

MODULE 15: INTERVIEW PREPARATION

- Resume Preparation
- Frequently Asked Interview Questions (FAQs)
- Real time Interview Questions