DIGISNARE TECHNOLOGIES

Digital Marketing Training

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DIGITAL MARKETING

Becoming a Digital Marketer is no more a Dream

Digital Marketing Overview

- **What is Digital Marketing?**
- **How we do Digital Marketing?**
- **What is Traditional Marketing?**
- **Traditional Marketing Vs Digital Marketing**
- **Digital marketing Platforms and Strategies**
- **Organic vs Paid Marketing**
- **Defining Marketing Goals**
- **Latest Digital marketing trends**
- **Importance of Digital Marketing**

Blog Creation with Blogger / WordPress CMS

- **What is Blogging?**
- **Importance of Blogging?**
- **How to Choose Blog Topic?**
- **How to choose blog design & Development platform?**
- **Blog Design using Blogger / WordPress**
- **How to write Blog Article?**
- **Side blocks widgets in Blog**
- **How to rank blog articles?**
- **Generate Leads using Blog**
- **How to Optimize Blog**
- **Blog Content Overview and Strategy**
- **Measuring Results**

Google My Business

- **What is Local SEO**
- **What is GMB?**
- **How to List Your business in GMB?**
- **Importance of Local SEO**
- **Submission to Google My Business**
- **Completing the Profile**
- **Local SEO Ranking Signals**
- **Local SEO Negative Signals**
- **Citations and Local**
- **How to Update Business Page?**
- **Product and Services Listing**

Search Engine Optimization

- **What is SEO?**
- **What is On page optimization**
- **What is Meta Tags and How to Optimize?**
- **Keywords Placement**
- **Difference between primary, secondary and tertiary Keywords**
- **Importance of title, meta description and Meta Keywords tag**
- **Heading Tag H1 to H6 Tags and their importance**
- **How to write content for SEO Optimization?**
- **When and where keywords can be placed**
- **Difference between Internal links and External links**
- **Anchor Text**
- **Image optimization**
- **Content Optimization**
- **SEO friendly content**
- **URL Structure / Optimization**
- **Website structure & navigation menu optimization**
- **Robots.txt**
- **Schema Tags**
- **404 Implementation**
- **Difference between HTTP / HTTPS**
- **Different types of Sitemaps and their importance**
- **Google Algorithm**
- **Broken link analysis**
- **Website architecture**
- **On page Analysis**
- **Website Auditing**
- **Use of Near me keyword**

- **Off Page SEO**
- **What is Link Building?**
- **Extracting the Competitor backlinks**
- **Search engines submissions**
- **Directory Submission**
- **Blog Posting & Commenting**
- **Article Submission**
- **Social Book-marking**
- **Free Classifieds**
- **Press Releases Submission**
- **Image Submission**
- **Documentation Sharing**
- **Forum Posting**
- **Video Sharing**
- **Guest Blogging**

Graphic Design & Video Creation

- What is Creative?
- How to design creatives?
- Tools used for Designing Post, Banner and Video
- How to Create a Design from Scratch Using Canva?
- Quick Tips to Make Your Designs Look Good
- How to Choose the Dimensions for Your Design
- How to Create a Background for Your Design
- How to Add Text, Images and More
- How to Design Images for Social Media Posting?
- YouTube Video Creation
- How to Make video using Canva?
- How to use different sources for designing

Social Media Marketing(Organic)

- Facebook Organic Marketing
- Twitter Organic Marketing
- Instagram Organic Marketing
- LinkedIn Organic Marketing
- Social Media Calendar Design
- Types of Post
- What is Social Media Marketing?
- Social Media Calendar Preparation
- How to generate Post Content?
- Use of Hashtag and Tanging
- Page Vs Profile Vs Group

Social Media Marketing

- What is Paid Social Media Marketing?
- What is Campaign?
- Types of Camping Objectives
- How to prepare Campaign Strategy?
- Facebook Paid Marketing
- Twitter Paid Marketing
- Instagram Paid Marketing
- LinkedIn Paid Marketing
- Social Media Paid Design
- How to Generate Campaign Report?

Search Engine Marketing

- What is Search Engine Marketing?
- Types of Google Ads
- Google Ads
- Search Ads
- Display Advertising
- Shopping Ads
- Video Ads
- Conversion Tracking
- Remarketing
- Site links

Mobile Marketing

- SMS Marketing
- Responsive Marketing
- Mobile App Marketing
- Mobile Apps Engagement
- Mobile App Installs Campaign
- Promoting Site in Mobile Apps
- Benefits of Mobile Marketing
- Targeting Options in Mobile Apps
- Mobile Marketing Goals

Email Marketing

- What is Email Marketing
- Importance of Email Marketing
- Popular Email Marketing Tools
- Email Marketing Goals
- How Email Marketing Tools Work
- Tool Account Setup and Settings
- Email Marketing Strategy
- Creating a Subscriber List
- Integration of Forms in Site
- Import Subscribers in a List
- Types of Email Marketing Campaigns
- Creating an Email Campaign
- What Is the Newsletter?
- Design a Newsletter
- Reports

Google Analytics

- What is Analytics?
- Importance of Analytics for Business
- Introduction to Google Analytics
- Installing Analytics code in site
- Analytics account structure
- Setup Google Analytics Account
- Settings in Analytics
- Understanding Bounce Rate?
- What is mean by Real Time in Analytics?
- What is Audience? How to check the statistics?
- Sessions
- Users
- Page views
- Page/ session
- Session Duration
- Bounce Rate
- New sessions
- What are Demographics in Google Analytics Account?
- What is Language in Google Analytics Account?

Google Search Console

- Setup Google webmaster Tool
- Link Google webmaster tool with Website
- Creating Dashboard of Google webmaster Tool
- Understanding Search Appearance
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Search Traffic
- Search Analytics
- Links to your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability
- Google Index
- Index Status
- Blocked Resources
- Remove URLs
- Crawl
- Crawl Errors
- URL Parameters

Making Money with Digital Marketing Platform

- Affiliate Marketing
- How to choose Correct Affiliate Platform
- How to check affiliate Report?
- How to increase your income via affiliate link?
- Google AdSense
- Different Ad units in AdSense
- Limitations of Google AdSense
- Affiliate Marketing Vs Google AdSense
- YouTube Monetization
- Limitation for YouTube Monetization
- Sponsor Ads
- How to find find Sponsor Ads

Online Reputation Management

- What is ORM?
- Importance of ORM
- How to build online reputation?
- Importance of ORM in SEO
- Importance of ORM in SMO
- Review monitor sites & blogs
- Tools for ORM
- How to Deal with Negative Topics
- Why ORM of Brand need to take care

WhatsApp Marketing

- WhatsApp Marketing Strategies
- WhatsApp My Business Features
- Business Profile Setup
- Auto Replies
- How to Add WhatsApp Icon on Website?
- How to Setup One-Click Chat
- How to Set Up an Initial Message
- WhatsApp One-Click Testing on Site
- WhatsApp Messengers Vs WhatsApp My Business
- Extensions for Sending Bulk Message

Lead Generation & Lead Nurturing

- Lead generation for business
- Importance of lead generation
- Understanding landing page url
- Difference between landing page & website
- A/B Testing
- Lead generation through Facebook
- Lead generation through Google AdWords
- Lead generation through bulk mails
- Lead generation through SMS

Content Marketing

- What is Content Writing?
- Types of Content Marketing?
- Content Marketing Strategy?
- How to Design Landing Page Content?
- How to Blog/Article Page Content?
- How to Email Marketing Content?
- How to Create Ad Copy Content?
- List of Tools helps for Content Writing

Influencer Marketing

- What is Influence Marketing?
- When to Use Influence Marketing
- Purpose of Doing Influence Marketing?
- Types of Influence Marketing
- Case Study of Influence Marketing
- How to Identify Influencer?

Google Tag Manager

- How to Setup GTM Account
- Adding GTM to your website
- What is Tag, Trigger & Variable
- Configuring trigger & variables
- Set up 3rd Party tracking code
- Set up Google Analytics Code
- Advantages of Using GTM
- GTM Tool Overview

Google Data Studio

- What is Data Studio?
- Benefits of Data Studio
- How to Generate Report using Data Studio
- Prepare Dashboard Report
- Link with – Google Analytics & Search Console Tool
- How to use different charts
- How to Export Report
- How to make report dynamic?
- How data studio saves your timing

Popular Digital Marketing Tools

- Google Analytics
- Google Search Console
- Google Tag Manger
- Google Data Studio
- Google Ads
- Canva
- Mail chimp
- Lucky Orange
- Tiny Jpg
- UberSuggest
- Google Keyword Planner
- SEMrush
- AdSense
- Grammarly
- Moz
- Plagiarism Tool
- Hootsuit
- Google My Business Page
- Schema Generator
- Google Mobile Friendly
- Google Speed Insight
- Gtmetrix

YouTube Marketing

- How to create YouTube channel?
- How to Optimize YouTube Channel?
- YouTube Keyword Research
- How to Publish Video
- YouTube ranking factors
- YouTube Video Optimization - Thumbnail, Title and Description
- How to Create Playlist
- How to Rank Video on Top?
- How to Design Thumbnail
- How to Design Intro Video?
- How link Analytics account to Channel
- How to connect Social Media & Website
- Use of Hashtag and Location in description

Landing Page Designing

- What is Landing Page?
- How to Design Landing Page?
- Call to Action
- Elements needs in Landing Page
- Purpose of Designing Landing Page
- Landing Page Types
- Squeeze Page

Ecommerce Marketing

- Understanding how ecommerce works
- Understanding of Shopify/ Woocommerce
- Listing products on Amazon and other Ecommerce Platforms
- What B2B?
- What is B2C?

Website Architecture Analysis

- Understanding Internet
- Difference between Web and Internet
- Website understanding
- Domain names and extensions
- What is webserver and web hosting?
- Different Types of website
- Website Design Analysis
- Website wireframe and architecture
- Basics of developing and designing a website
- Usability & user experience of a website
- Why to say yes to responsive website

Chabot & Chat Messenger

- How to Implement Chat Plugin
- How to Implement Chat Bot
- Chat Plugin Vs Chat Bot
- Benefits of using Chat Plugin
- Benefits of using Chat Bot
- How to Generate Leads Using Chat Bot

Heat Map

- What is Heat Map?
- How to Find Advance Analytics?
- How to find more clicks position of web page?
- How to use Heat Map Tool
- What is Scroll Depth?

Media Buying & Selling

- Advertising: Principles, Concepts and Management
- Media Planning
- Media Buying
- Media Selling

Personal Branding

- Personal branding
- How to build/Setup personal Social Account
- Benefits of personal branding
- How to increase personal brand to increase business
- Content Strategy for personal branding
- The personal branding process
- Personal branding Case Study

Viral Marketing

- What is Viral Marketing
- How a Viral Campaign Works
- Advantages of Viral Marketing
- content strategy for a Viral campaign
- Monitoring and Analysis
- Examples of Viral Marketing

App Store Optimization

- Introduction to Google Play Console
- The process to Upload App in Play store
- How to App in Play store
- App Keyword Optimization
- How to increase more download?
- Rating & Reviews

How to Find Freelance Business

- Introduction to Freelancing?
- How Does Freelancing Works?
- How to Grab Freelancing Projects
- How to Pitch a Client for a Project?
- Freelancing Templates / Proposals
- Freelancing Quotations / Pricing / Package
- How to Work on Freelancing Projects?
- Reporting and Suggestions
- Websites for Freelancing Project

Resume Preparation

- How to Prepare Resume
- How to Crack Interview
- How to Answer in Interview
- Resume Building
- Building a strong LinkedIn profile to shortlist.

Digital Marketing Planning and Strategy

- Website analysis for business
- SEO strategies
- SMO strategies
- SMM strategies
- SEM / Google Ads / PPC / Pay Per Click strategies
- E-mail Marketing strategies
- Lead generation for business
- Local SEO Promotion
- Other marketing activities for business promotion
- Case study

Become a Google Certified Professionals

- Google Analytics certification
- Google Ads Search certification
- Shopping Ads Certification
- Google Ads Display certification
- Google Ads Video certification
- Bing Ads certification

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