

# Digital Marketing Syllabus

## DIGITAL MARKETING:

### Introduction of Digital Marketing:

- What is Digital Marketing?
- Benefits of Digital Marketing
- Traditional Vs. Digital Marketing
- List of Search Engines

### Website Designing :

- What is a Website?
- What is Domain Name
- Types of Domains
- Register a Domain Name
- Web Hosting Concepts
- Domain/Hosting Business
- Types of Websites

### Website Security:

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- Understanding website security
- Best practices for website security
- Installing and configuring security plugins

### Website Performance:

- Understanding website performance
- Caching techniques
- Optimizing website speed

## Managing User Roles:

- Understanding user roles and permissions
- Creating and managing users
- Setting up user roles and permissions

## E- Commerce:

- Setting up an e-commerce website using WooCommerce
- Managing products and orders
- Configuring payment gateways

## Advanced Topics:

- Custom post types and taxonomies
- Customizing themes and templates
- Using APIs to integrate with third-party services

## WORDPRESS:

### Introduction to WordPress:

- What is WordPress?
- Understanding the WordPress Dashboard
- Setting up a WordPress website

### Creating and Managing Content:

- Creating and publishing posts
- Creating and publishing pages
- Adding media to your website
- Managing categories and tags

## Customizing Your Website:

- Choosing a theme
- Customizing your website's appearance
- Installing and configuring plugins
- Creating custom menus

## What is WordPress?

- What is WordPress
- Benefits of using WP
- WordPress Installation
- Dashboard
- Default Settings in WP
- Types of Themes
- Theme Settings and Customization
- Managing Themes

## Content management in WP

- Categories, Tags and Posts
- Pages and Sub Pages *"Grow Your Future"*
- Custom Content Types
- Adding a menu to the website
- Plugins and Widgets
- Using Plugins in Site
- Adding widgets to the website



## Search Engine Optimization (SEO):

- Understanding SEO
- Optimizing your website for search engines
- Using plugins to improve SEO

## How Search Engine Works:

- Fundamentals of SEO
- How does the search engine work?
- Google Algorithms
- Major & Minor Algorithm Updates
- Panda, Penguin, Rank Brain, Medic, BRET, Core Update 2020
- What is crawling ?
- Processing & Indexing
- Uses of sitemap
- Ranking Position Check

## Keyword Research & Competitor Analysis:

- Introduction to Keyword Research *“Grow Your Future”*
- Types of Keywords
- Keyword Research Methodology
- Google Keyword Planner Tool
- Competition Analysis
- Paid Competition Analysis tools
- Finalizing the Keywords List

## **On-page SEO:**

- Introduction to On page
- On page Analysis Methodology
- Fundamental On-page Factors
- Domain name in SEO
- Importance of HTTPS
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Content Optimization
- Heading optimization
- Internal Links
- Image Optimization
- Social Signals & Footer

## **Off page SEO:** **GROWUP TECHNOLOGIES**

- Introduction to Off page (Link Building)
- Link Building Guidelines
- Types of Backlinks • Link Analysis Tools
- Directory Submissions
- Local Business Submission
- Classified Posting
- Q & A Backlinks
- Blogging & Blog Comments
- Guest Blogging

- Press Release
- Document Sharing
- Other Advanced Strategies

### Technical On-page SEO:

- Website Speed Optimization
- Speed Analysis Tools
- Sitemaps Generation
- Robots.txt File
- URL Redirecting Techniques
- Canonical Links
- Rich Snippets
- New Updates in On page.

### Google Search Console:

- What is Search Console
- Features of Search Console
- Site Verification Process
- Location Targeting
- Search Performance Tool
- Link Analysis Tool
- Manual Actions
- Sitemaps Tool
- Fetch as Google Tool
- Crawl Errors Analysis

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- The Latest updates in Search Console

### **Local SEO:**

- What is Local SEO?
- Importance of Local SEO
- Submission to Google My Business
- Optimizing the GMB Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions
- Google My Business Analytics

### **Google Ads:**

- Introduction to Paid Advertising
- Google Ads Account setup
- Interface Tour and Billing Settings
- Account Structure
- PPC Campaign Settings
- Ad Group setup
- Keyword Match Types
- Keyword Research Tools
- Ad Formats & Guidelines
- Ad Extensions
- Understanding Ad Auction
- What is Quality Score

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- **Factors to improve Quality Score**
- **Actual CPC Calculation**
- **Types of CPC's**
- **Bidding strategies**
- **What is Conversion?**
  
- **Implementing conversion tracking**
- **Calculating ROI**
- **What is DSA ?**
- **Create a DSA Campaign?**
- **Segments and Filters**
- **Search Terms and Ad Auctions**
- **Customization Tools**
- **Generating Reports**

### **Google Ads Express:**

- **What is Ads Express (Smart Campaign)**
- **Benefits of Smart Campaign**
- **Creating Campaign for Local Results**
- **Bidding & Budgets Setup**
- **Ad Creation**
- **Reports**

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## **Introduction to SMM:**

- **What is Social Media?**
- **Benefits of using SMM**
- **Goals of Social Media Marketing**

## **Facebook Marketing:**

- **Types of Facebook Account**
- **Personal Account Setup**
- **Facebook business page setup**
- **Types of Business pages**
- **Cover Photo/Video Design**
- **Page Settings & Options**
- **How to Increase Facebook Likes**
- **Facebook Content Strategy**
- **Types of Posts and Statistics**
- **Examples of Creative Posts**
- **Designing FB Posts using canva**
- **User engagement metrics**
- **Facebook Insights**
- **Facebook Groups**
- **Facebook Apps**

## **Facebook Advertising:**

- **What is Facebook Ads**
- **Types of Objectives**



- Popular Ads Campaigns
- Defining Target Audience
- Types of Targeting
- Bidding & Budget Settings
- Types of Ads
- Designing FB Ads
- Setup of Facebook Pixel
- Conversion Tracking Pixel
- Remarketing Strategy
- Reports & Analytics

### **Youtube Marketing:**

- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Types of Video Formats
- Create video marketing strategy
- Upload the First Video
- Video Optimizing Tips
- Video Settings
- Cards, End Screens & Sub Titles
- How to use Playlists
- YouTube Creator Studio
- Features of Creator Studio

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- YouTube Analytics
- Increasing Subscribers
- Understanding copyrights and spam

### Instagram Marketing:

- What is Instagram
- Instagram statistics
- How Brands use Instagram
- Creating Instagram Account
- Types of Instagram Accounts
- Linking Instagram with Facebook
- our of Instagram App
- What works in Instagram
- Types of Content (Posts & Stories)
- Post Designing Tools
- Stories & Highlights
- Importance of Hashtags
- How to use Hashtags
- Popular Tools for Instagram
- Engagement Metrics
- Instagram Analytics
- Instagram Ads
- Types of Campaign
- Creating your Campaign
- Measuring Results

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## **Email Marketing:**

- **What is Email Marketing?**
- **Importance of Email Marketing**
- **Introduction to Mail Chimp**
- **MailChimp pricing structure**
- **Account setup and settings**
- **Email marketing strategy**
- **Creating a Subscriber List**
- **Integration of Forms in Site**
- **Import subscribers in list**
- **Types of Email marketing campaigns**
- **Email Marketing Campaign**
- **What is Newsletter**
- **Design a Newsletter**
- **Analyzing Reports of Campaign**

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## **Google Analytics:**

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- **Introduction to Analytics**
- **Implementing Analytics Code**
- **Setup of Conversion Tracking Code**
- **Types of Reports**
- **Audience Reports**
- **Acquisition Reports**
- **Behavior Reports**

- Conversions Reports
- Google Tag Manager

### **AdSense:**

- What is Google AdSense
- How does it work?
- Top AdSense Earners [Global / India]
- AdSense Guidelines
- Finding the Niche
- Important Factors for AdSense Success
- Types of AdSense Account
- Applying for New Account
- Create you first Ad
- Ad Formats and Sizes
- Bidding Models
- Best Practices for Ads
- Integrating Ads in Site
- Blocking Sites & Categories
- Reports Analysis
- AdSense Optimization Tips

### **Affiliate Marketing:**

- What is Affiliate Marketing?
- How Affiliate marketing works
- Types of Affiliate Networks
- Top Affiliate Marketing networks
- Affiliate marketing payment models
- How to Find Profitable Niche



- **Develop your Affiliate Website/App/Property**
- **Apply for Affiliate Marketing network**
- **Amazon Affiliate Network**
- **Integrating Amazon Products**
- **How to promote Affiliate Products**
- **Measuring Results on Affiliate site**



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