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Training Provider for IT and Certification Courses

Digital Marketing

Uplatz

DIGITAL MARKETING SYLLABUS

1. Digital Marketing Overview

- Marketing, Traditional vs Digital
- Inbound/Outbound Marketing

Website Planning & Development- Wordpress

- Domain Selection
- Website Hosting
- Website Planning and Design
- Bloggings

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- Design for Marketing

2. Advanced Search Engine Optimization

- On-Page Optimization
- Off-Page Optimization
- Local SEO/GMB
- International SEO
- Black HAT SEO
- Content Marketing
- Google Analytics
- Google Tag Manager
- SEO Strategy, Auditing and Reporting

3. Lead Generation for Businesses

- Email Marketing
- Email Automation
- Lead Generation for Businesses
- Mobile Web Marketing
- App Store Optimization
- SMS Marketing

4. Social Media Marketing

- Facebook Optimization & Marketing
- LinkedIn Optimization & Marketing
- Twitter Optimization & Marketing
- Instagram Optimization & Marketing
- YouTube Optimization & Marketing
- Pinterest Optimization & Marketing
- Quora Optimization & Marketing

5. Ecommerce Marketing

- E-Commerce Optimization & Marketing
- Dropshipping
- Marketplaces for Product Selling

6. Online Display Advertisements

- Google Ads Introduction
- Google Search Ads/PPC
- Google Display Ads/GDN
- Google Video Ads
- E-commerce Ads
- Remarketing
- Retargeting
- Universal App Campaign
- Conversion Tracking

7. Money Making Tool

- Affiliate Marketing
- Google AdSense
- Start as a Freelancer

8. Digital Marketing Strategies

- Online Reputation Management ORM
- Growth Hacking Fundamentals
- Influencer/Attraction Marketing
- Mock Interviews