

# DIGITAL MARKETING SYLLABUS



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**WWW.ZONEMACSOLUTIONS.COM**



# 3 Months Job oriented Training In Digital Marketing

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**TOTAL MODULES**

**14**



# 1

## INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Offline Advertising Vs Online
- Various Digital Marketing Channels
- Canva Designing
- Choosing a Niche for your Website
- Choosing a Domain Name
- Creating Posts & Pages
- Hosting

# 2

## SEO: SEARCH ENGINE OPTIMIZATION

- How Search Engines Works
- Basics of SEO
- On-Page SEO
- Keyword Research
- Meta Tag Creation
- Content Optimization
- Title Tags Search Engines
- Header Tag
- Image Optimization
- Url Optimization

- Google Search Console
- How to Appear in Google Image Search Results
- Robots. txt
- Off-Page SEO
- Link Building Strategies
- White Hat SEO
- Black Hat SEO
- Ranking your Website in Google
- Google Latest Updates



# 3

## **EMAIL MARKETING**

- Importance of Email Marketing
- Good Practice of Email Marketing
- Advantage of Email Marketing
- Creating Mailchimp Account
- Collecting Emails Without Website
- Creating Email Campaign
- Email Subject Lines Formation
- Email Marketing Analytics

# 4

# YOUTUBE MARKETING

- YouTube Marketing Overview
- Marketing Strategy
- Keyword Research for Video
- Setup Account In YouTube
- Channel Tags
- YouTube SEO
- YouTube Cards
- YouTube Comments
- YouTube Monetisation
- YouTube Analytics
- YouTube Ads Manager



# 5

# FACEBOOK MARKETING

- Why Need Facebook Marketing
- Facebook Page Setup
- SMO with Search Engine Optimization
- Fanpage Creation & Design
- FB Insight
- FB Group Creation & Marketing
- FB Event Creation & Marketing
- FB Paid Marketing



# 6

## **LINKEDIN MARKETING**

- LinkedIn Account Setup & Optimisation
- LinkedIn Connections Hack
- LinkedIn InMail Hack
- LinkedIn Viral Posts
- LinkedIn Blog Traffic
- LinkedIn Groups
- LinkedIn Company Page Setup
- LinkedIn Ad Credits





# 7

## INSTA MARKETING

- Instagram Business Account Setup
- Follow and Unfollow Insta Accounts
- Instagram Bio
- Instagram Content Creation
- Instagram Reposting
- Instagram Followers Hack
- Instagram Stories & Spam
- Instagram @ Mention Influencers
- Instagram Analytics



# 8

## HTML

- HTML - Basic Tags
- HTML - Elements
- HTML - Attributes
- HTML - Formatting
- HTML - Images
- HTML - Tables
- HTML - List & Background
- HTML - Forms
- HTML - Marquees
- HTML - Blocks

# 9

# CSS

- CSS - Syntax
- CSS - Inclusion
- CSS - Units
- CSS - Background
- CSS - Fonts
- CSS - Borders
- CSS - Margins
- CSS - Padding
- CSS - Visibility
- CSS - Positioning

# 10

# BOOTSTRAP

- Bootstrap - Grid System
- Bootstrap - Visible
- Bootstrap - Hidden
- Bootstrap - Pop Up
- Bootstrap - Zoom
- Bootstrap - Video
- Bootstrap - Audio
- Bootstrap - Tables
- Bootstrap - Forms
- Bootstrap - Buttons
- Bootstrap - Images
- Bootstrap - Glyphicons
- Bootstrap - Navbar
- Bootstrap - Pagination
- Bootstrap - Jumbotron
- Bootstrap - List Group
- Bootstrap - Panels
- Bootstrap - Wells



# 11

## PHOTOSHOP

- Photoshop - Basic Tools
- Photoshop - Drawing
- Photoshop - Layouts
- Photoshop - Photo Manipulation
- Photoshop - Photo Retouching
- Photoshop - Special Effects
- Photoshop - Text Effects



# 12

## GOOGLE ADS

- Working of Google Ads
- What is PPC
- Analysing PPC Competition
- Google Ads Account Setup
- Selection of Right Campaign Type
- Choosing Profitable Keywords

- Google Analytics Overview
- Installing Tracking Code On Website
- Working of Google Analytics
- Adding Backup Views
- Adding Filters to Reporting Views
- Setup Goals in Google Analytics
- Analyze Audience & Acquisition Report
- Analyse Real Time Reports
- Main Tools for Analysis
- Ecommerce Tracking in Google Analytics
- Benchmarking
- Dashboard for In-Depth Analysis
- Custom Alerts for Traffic Drops
- Linking Google Adwords to Google Analytics

A close-up photograph of a smartphone screen. The top part shows the word "Calendar" in white text on a dark red background. Below it is the Google logo, which is a large, colorful "G" (red, yellow, green, blue) on a white background. The bottom part of the screen shows the word "Google" in white text on a dark red background.

14

# GOOGLE SEARCH CONSOLE

- Adding Site & Verification
- Craw Errors & Stats
- Google Fetch
- Search Queries
- Structured Data
- RichSnippets
- Data Highlights
- Robots. txt Testing
- Sitemap. Xml
- Links to Site & Internal Links
- Google Messages





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# **ZONEMAC SOLUTIONS**

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