



# TECHLEADS IT

Digital Marketing Course Content

---



## Digital Marketing with specialty in Marketing Analytics



# TECHLEADS IT

## Digital Marketing Course Content

---

### **What is Traditional Marketing?**

Traditional Marketing having huge forms of advertising our products. It is one kind of Marketing to advertise our Products through Phone, Printing, Broadcasting and Person to Person.

Present days paper advertising has no popularity it is oldest one and also someone advertise a printed news about their business product and distributing the people it is one type of traditional marketing.

### **What is Digital Marketing?**

Present Days Digital marketing has more demand. It gives brand awareness of product, Customer support and product information and it uses through the electronic devices and social networking sites. Digital Marketing gives advertise for more flexibility of our business products and services to reach unique customers.

It is one area where business entrepreneurs are looking to fastest way to reach the right customers i.e. Return on Investment (ROI). As well as we know Digital Marketing is very trending at present and Future days.

### **Why Digital Marketing?**

To Generate Website Traffic

Getting Brand Awareness

To get Potential Customers

Cost Effective

Lead Generation

Reaching the Targeted Customers

Goal Conversions & Customer Trust

Return on Investment (ROI)

Measurable Results



# TECHLEADS IT

## Digital Marketing Course Content

### SEO

Introduction of SEO  
ON-Page Optimization  
OFF-Page Optimization  
Basics of Search Engine  
Domain TLDS  
Types of Websites  
Blog Creation and its Uses  
Server vs Search Engines  
Robots/Crawler/Boots  
Understanding SERP  
What is Alexa Rank & Page Rank?  
Google Algorithms

### ON-Page Optimization:

Introduction  
Types of Keywords  
How to check competition Analysis  
URL Structure  
Title  
Description  
Meta Keywords  
Header Tag and its Uses

Anchor Txt  
Alt Tags  
Title Tags  
Keywords Density & Proximity  
Geo Tag Optimization  
Footer Tag  
Canonicalization and its Uses  
Site Map Generation  
Web Master Tools  
Google Analytics (GA-Code)  
**OFF-Page Optimization:**  
Social Bookmarking Submission  
Directory Submission  
Image Sharing  
Back link Checker  
Black Hat/ White Hat and Grey Hat  
Blog Commenting  
Article, PDF, PPT Submission  
Web 2.0 Creation & Press Release  
Local Listing & Classified Submission  
Infographic Submission  
Video Creation & Submission



# TECHLEADS IT

## Digital Marketing Course Content

---

### **Really Simple Syndication (RSS)**

What is RSS?

Uses of RSS and Reasons for use

How does RSS Work

RSS Readers, RSS Feed

Creating RSS Feed

RSS Feed Submission

### **SEO TOOLS:**

Keyword planner

Semrush

Moz Tool Bar

Call SEO tools

Small SEO Tools

SEO Quake

Ahrefs Tool

### **SMO**

Introduction of SMO

Social Media Strategy

Key Concepts of SMO

SMO Advantages

How to implement Social Media

Overview of Social Media Optimization

### **Facebook Optimization**

Introduction

Creating Facebook pages

Creating Groups

Creating Business page

Facebook Apps

Monitoring and Measuring

Facebook Content Strategy

Benefits of Facebook

### **Twitter Optimization**

Introduction of Twitter

Tweeting

Twitter content strategy

Who to Follow

Twitter Account Promotion

Measuring Influence

Twitter Tracking Code

### **Google+ Optimization**

Promoting a Brand on Google+

Google+ Tactics

Google+ Strategies

Creating a Business Page

Setting a Location Point G+

---

44/A, Geetanjali Apartments, 3<sup>rd</sup> Floor, Opp Bahar Cafe, S.R. Nagar, Hyderabad

Contact: 8125323232, 8125824824, E-Mail: [techleadsit@gmail.com](mailto:techleadsit@gmail.com), [www.techleadsit.com](http://www.techleadsit.com)



# TECHLEADS IT

## Digital Marketing Course Content

---

### YouTube Optimization:

Creating a Channel  
Generating the traffic  
Promoting the Videos  
Viral Sharing  
How to get more users

### LinkedIn Optimization:

Introduction  
Creating a Profile  
Increasing the Reaches  
Creating Groups  
Company Pages  
Creating an events

### SMM

Social Media Marketing (SMM) is a Paid Version of Campaigns in Social Network Sites Like Facebook, Twitter, Google+ etc. It shows how to choose targeted person and Easily get brand awareness, lead generation. For creating an event or any Bonus SMM is right Way to do these activities.

### Face book Marketing

Introduction  
Page Layout  
Creating an Event  
How to Boost a Post  
Traffic Generation  
Facebook Policies and Ads  
Content Strategy  
Lead Generation  
Website Clicks Campaign  
Creating a likes Campaign

### Twitter Marketing

Creating Twitter Profile  
Design Insights of Twitter  
Hash tags and its Uses  
Creating Lists and its Uses  
Twitter Plugins Installation  
Case Study  
Strategies of Twitter marketing  
Significance of Twitter



# TECHLEADS IT

## Digital Marketing Course Content

### Google+ Marketing:

Introduction of Google+  
Creating a Brand Page  
Verifying a Business location  
Google+ Elements  
Google+ Strategies  
Google+ Insights

### YouTube Marketing:

Introduction  
Creating a Channel  
Advertising and Bidding  
Installation of plugins  
Video Embedding  
Notifications of Ad sense  
You Tube video analytics

### LinkedIn Marketing:

Introduction  
LinkedIn Profile and its Elements  
LinkedIn Guidelines  
Creating a Brand Page  
Influencers Concept  
Group Creation and Strategies  
Brand Promotion

### SMO Tools

Buffer  
IEFT  
KingSumo  
Huite Suite  
Sprout Social  
Edgar  
Post Planner  
Feedly  
Quill Engage

### SEM

Introduction of SEM  
Structure of Ad words Account  
Keywords Research  
Ad Copy Writing  
Campaign Optimization  
**Introduction of SEM:**  
What is SEM?  
Difference between SEM vs SEO  
What is Google Ad Words?  
Use of Google Ad Words  
Registration of Ad words Account



# TECHLEADS IT

## Digital Marketing Course Content

---

### **Structure of Ad Words Account:**

How we can Setup Ad Words Account  
What is Remarketing Tag and its code?  
How we can integrated Remarketing Code  
Conversion Tracking Code  
How we can integrated Conversion  
Of Tracking Code  
Linking of Google Analytics with Ad Words  
Types of Ad Words Campaigns  
Choosing of Right campaign for your Business  
Purpose of Ad Groups and Keywords

### **Keywords Research:**

Defining of Keywords  
What is Keyword Research?  
What is Methods of Keywords Research?  
How to choose Profitable Keywords  
Dividing Ad Groups Based on Keywords

### **Ad Copy Writing:**

#### **Types of Ads**

PPC Ads  
Display Ads  
You Tube and Mobile Ads  
Product listing Ads

Ad Copy Metrics  
Symbols Used in Ad Copies  
Ad Extension  
Types of Ad Extension

### **Campaign Optimization:**

Optimizing Types  
Campaign Level  
Ad Group Level  
Keyword Level  
A/B Testing of Ad Groups  
and Ad Copies  
Optimizing the Bid  
Increasing Quality Score  
How to get better ROI with  
Limited Budget.

### **SEM Tools**

#### **1. Paid Tools**

SEM Rush  
Long Tail Pro  
Rank Watch



# TECHLEADS IT

## Digital Marketing Course Content

---

### 2. Free Tool

Keyword Tool Planner

Display Planner

Ubersuggest

Soolve

Keywordtool.io

### Reports:

Creating and Analyzing

Savings of Reports

Building a Keywords list

Setting a min and max bids and

Daily Budget.

### E-Mail Marketing

Introduction

Marketing Strategy

Online Reputation Management

Project and Case Studies

Techniques of Feed burner

Defining a Market Segmentation

-and its Target Area

Social Event Creation

### Affiliate Marketing

What is Affiliate Marketing?

How to identify a best website for

- Affiliate Marketing

Uses of Affiliate Marketing

Disadvantages of Affiliate Marketing

### WordPress site Development

Introduction of Word Press

Word Press Installation

Word Press Plugins and its Uses

Changing Default Settings

Adding menu bar to site

Creating pages and posts

Content Management

Installing Widgets

Adding code to text Widgets

Custom post type Screens

Template Tags

Using permalinks

Custom Taxonomy

Clouds & Listing the Terms