

DIPLOMA IN DIGITAL MARKETING TRAINING SYLLABUS

1. SEARCH ENGINE OPTIMIZATION (SEO)

On-Page Optimization

- Fundamental On-page Factors
- Site speed analysis
- Importance of Domain Names
- File name Optimization
- Static Vs Dynamic File Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Anchor Links Optimization
- Image Tag Optimization
- Creating HTML and XML sitemaps
- Robot.txt and its importance
- URL Redirecting Techniques using .htaccess
- Custom 404 Error Page



Off-Page Optimization

- Introduction to Offsite Optimization
- Submission to search engines
- Google Link Scheme guidelines
- Linking Building Methodology
- Types of Linking Methods
- Links Analysis Tools
- Directory Submissions
- Social Bookmarking
- Using Classifieds for Inbound traffic
- Generating Links from QA sites
- Blogging and Guest Blogging
- Press Releases

Google Webmaster Tools

- Adding site and verification
- Setting Geo target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestions
- URL parameters (Dynamic Sites only)

Reports and Management

- Website Position Analysis
- Website Monthly Reports
- Paid Tools for monitoring seo campaigns

2.SEARCH ENGINE MARKETING (SEM)

- PPC Training Introduction
 - PPC Account Setup
 - Google AdWords
 - Yahoo Search Marketing
 - Set-up PPC Campaign
 - PPC campaign Navigation
 - Use My Client Centre (MCC)
 - What is "Click-through-Rates" (CTRs)
 - What is Impression?
 - What is Conversion?
 - What is "Cost/Conversion"?
 - How to increase CTR & Conversion
 - What is Tracking Code?
 - How to do Keyword Research for PPC
 - What is Keyword Research?
 - Research PPC Keywords
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- Select Targeted/related Keywords
 - Analyze Competitors keywords
 - Find Keywords popularity & Search Volume
 - Categorize Keywords in Ad groups
 - PPC Keywords tools and resources
 - How to Create Ads for PPC Campaigns
 - Create Effective Ads Ad groups
 - Bids Management in PPC
 - What is bidding?
 - What is Quality Score?
 - How Quality Score Effect on Bids?
 - How to Increase Position on Search?
 - Bid for Ad position
 - Importance of bidding techniques
 - How important is Landing Page for PPC
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- What is Landing Page?
- Important of Landing Page
- Optimize your landing pages
- How to Increase conversion rates
- Use 'Calls to Action'
- Cost/Conversion
- PPC reporting structure
- Campaign Performance Reports
- Keywords Performance Reports
- Ad group Performance Reports
- Ads Performance Reports
- PPC Campaigns Tools
- Google AdWords Tool

3.SOCIAL MEDIA OPTIMIZATION (SMO)

- What is Social Media?
- Benefits of using Social Media
- Social Media Strategy
- Social Media Metrics in SEO

Face book Marketing

- Face book Account Setup
- Different options on Face book (Profiles, Pages, Apps and Groups)
- Face book page setup
- Using Graphics on FB
- Managing the Face book Page
- Content Creation Strategy
- Types of Posts
- Face book Traffic Insights
- Generating Likes and Shares
- Implementing Face book Share Button
- Implementing Face book Like Box
- Implementing Face book Comments in Site
- Face book Groups
- Sponsored Posts in Face book

Twitter Marketing

- Benefits of Twitter
- Profile Creation and Management
- Design the Twitter Page
- Hash Tags

Video Marketing

- Creating Account and Channel in YouTube, MetaCafe etc
- Designing the YouTube Channel
- Promoting videos on YouTube
- Monetizing the YouTube Channel

Blogging

- Why use blogging
- Word press Blogging Platform
- Blog Promotion
- Guest Blogging

4.SOCIAL MEDIA MARKETING (SMM)

- Using Facebook, Twitter & etc through payment boost your Business

5.LOCAL BUSINESS LISTINGS

Local Business listing - Optimizing your local search listings to bring new customers right to your business

- Creating local Listing in Search Engine
 - Google Places Setup (Including Images, Videos, Map etc)
 - Placing web site on first page of Google search
 - Learn to make free Online Business Profile Page
 - How to make Monthly Basis Search Engine Visibility Reports
 - Verification on listing , Google reviews
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6. WORDPRESS SEO CONCEPTS

- Using word press how to do SEO works

7. CREATING A NEW SIMPLE WEBSITE

- Creating a simple website for your business/work using HTML Coding

8. EMAIL MARKETING

- Using Bulk Email service to boost your Business

9. SMS MARKETING

- Using Bulk SMS service to boost your Business

10. LIVE PRACTICALS

- Live Practical Experience.

Course Details:

Class Type : Regular / Weekend
Date : Every week starts New Batch
Office Timing : 10 am –7 pm
Fees : Ask to Office (98410 99911/ 98410 87444)
We provide : Reference Book, Online Verified Certificate

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