

Advanced Digital Marketing Training

Course outlines

Course Contents	Course Outline
Module 1: Introduction to Digital Marketing	Understanding the Evolution of Marketing
	Importance of Digital Marketing in Today's World
	How Internet Marketing Works
	Comparison: Traditional vs. Digital Marketing
	Types of Digital Marketing Channels
Module 2: Increasing Visibility	Strategies for Increasing Online Visibility
	Importance of Engagement Metrics
	Techniques for Enhancing Visitors' Engagement
	Bringing Targeted Traffic to Your Website
	Lead Generation Strategies
Module 3: Analysis and Research	Market Research Fundamentals
	Keyword Research and Analysis Techniques
	Types of Keywords and Their Importance
	Tools for Keyword Research
	Localized Keyword Research
	Competitor Website Keyword Analysis
	Choosing the Right Keywords for Projects
Module 4: Search Engine Optimization (SEO)	SEO Fundamentals and Concepts
	Understanding SERP and Google Processing
	On-Page Optimization Techniques
	Off-Page Optimization Strategies
	White Hat vs. Black Hat SEO
	SEO Updates and Analysis
Module 5: Google Adwords (SEM)	Introduction to Online Advertising
	Basics of Google Adwords
	Account and Campaign Setup
	Targeting and Placement Strategies
	Bidding and Budgeting Techniques
	Utilizing Adwords Tools for Optimization

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Module 6: Social Media Optimization (SMO)	Introduction to Social Media Optimization
	Understanding Social Media Networks
	Types of Social Media Websites
	Concepts and Strategies for SMO
	Optimization Techniques for Facebook, LinkedIn, YouTube, etc.
	Harnessing the Power of Hashtags
Module 7: Social Media Marketing (SMM)	Facebook Optimization Strategies
	Creating and Managing Facebook Pages
	Increasing Fans and Engagement
	Facebook Analytics and Advertising Campaigns
	LinkedIn Optimization and Marketing Techniques
Module 8: Google Web Analysis	Introduction to Google Analytics
	Navigating Google Analytics Dashboard
	Real-Time Monitoring and Reporting
	Audience Analysis and Demographics
	Webmaster Tools Integration and Usage