



## **DIGITAL MARKETING SYLLABUS**

### **A) Search Engine Optimization (SEO):**

- How Search Engine Works
- Google Algorithm
- Keyword Research and Competition
- Onpage Optimization
- Meta Tags Optimization
- Onpage Factors
- Webmaster Tool
- Complete Overview Webmaster tool
- Offpage Optimization
- PA/DA Checker
- Local SEO
- Mobile SEO

### **B) Google AdWords**

- Basic Parameters
- Remarketing
- Conversion

### **C) Social Media Marketing:**

- Social Media Optimization
- Face book Marketing
- Face book Advertising
- Face book Campaign Step By Step
- Twitter Marketing
- Google Plus Marketing
- LinkedIn Marketing



- Email Marketing
- Google Analytics

**D) Google AdSense**

**E) Affiliate Marketing:**

**F) Content Marketing**

**G) Pay-Per-Click (PPC)**

**H) Google Places**

**I) Web Analytics**