CODERS ACADEMY

Training | Internships | Projects | Product Development

Digital Marketing

Course Contents
Proposed Hours - 40+ Hours

Digital Marketing Contents

Overview:

We understand your business is not like any other. You're addressing specific marketing challenges and opportunities with a particular skill set, and that's where our bespoke, in-company digital and inbound training comes in.

Introduction of Digital Marketing

Digital Marketing Concepts

Search Engines Basics

How Search Engine Works

Page rank

Website Architecture

Website Designing Basics

Domain, Hosting

Google Webmaster Tools

Search Engine Submission

Link Building

Google Sandbox

Image Optimization

Introduction of PPC (Pay Per Click)

How PPC Works

PPC Campaign Design

Keywords Research

Traffic Estimator Tool

Ad Groups Setup

Budget, Billing,

Reporting Techniques

Google Analytics Setup

Analytics Tracking Code Setup

Role of Analytics in PPC

Conversion Tracking

Introduction of Affiliate Marketing

The role of merchant & affiliate

Creating the affiliate network

Promoting the affiliate program

Local Search Optimization

Latest Search Engine Algorithms

Reputation Management

Mobile Marketing

Email Marketing

Our pay per click training modules

Includes Advanced Search Engine Marketing

(SEM / PPC/ Google Ad words

Digital Marketing Contents

Search Engine Optimization

Onpage SEO & Offpage SEO

Meta Tags

Creating Sitemaps

Creating Robots file Optimize SEO

Content Canonical

Implementation Keyword

Research Keyword Density

Google Webmaster Tools

Search Engine Submission

Link Building | White Hat SEO

Black Hat SEO | Grey Hat SEO

SEO (Webmaster Tools) Social Content Analysis

Overview

Site content /Speed/Search

Events Adsense

Experiments | Inpage Analytics

Conversion Tracking

Goals

Calculating the ROI

Introduction of Social Media Marketing

(facebook, Twitter, LinkedIn, Pinterest)

SMO with Search Engine Optimization

Facebook Fan Page Creation

Facebook Ads Segmentation

Design fan page

Image Size Dimensions

Creating Groups

Facebook Insights

Tracking visitors

Facebook Marketing Campaign

Likes Generation | Viral Marketing

Facebook Ad

Creating Campaign

Budget, Billing, CPC, CPM, CTA

Google +

Blog Setup | Blog Design

Blogging Article Methods

Blog Marketing

Stumble Upon | Tumblr

Pinterest

Blogging Article Methods

Blog Marketing

Keyword optimization

Twitter Account creation

Twitter Design | How to tweet?

Youtube Channel create

Channel Design

Digital Marketing Contents

Video creation with slides
Slide Video Creation & Optimization

Introduction to AdWords
Google Adwords
How to set up account
Targeting – Search, Contextual or
placement
Creation of Effective Campaigns
and Ad groups
Creation of Banners using Display
Builders
Writing Compelling Ad
Copies—Do's and Dont's
Keyword Grouping using Broad
Match, Exact Match, Phrase Match,
Negative Match Techniques
Insertion of Google Conversion
code and its importance
in Effective Campaigning

Costs and Billing
Tracking Ad Performance
Optimizing Cost per Click
Optimizing Ad Performance –
Optimize Account & landing page
The Ad Words Toolbox – Keyword
Tool,
Site Exclusion Tool, Ad Diagnostic
Tool Etc.
Google Analytics code study and
Insertion
Google Analytics Report Study and
Comprehension
Google Insights Study
Google Trends Study
Managing Client Accounts
Mobile Marketing
Mobile ads
types of mobile ads
QR codes

Distance Education Programs

BCOM | BA | BBA | BCA | MBA | MCA | MCOM | MA

We have tied with many UGC recognized university to serve our students who may have discontinued or looking to add wings of education to their career through distance education. We have selected a few universities which are strong in their education system and provide the best platforms to students for their further studies.

Online Study Materials

Online Exams | Online Training

Online Assignments

Relationship Manager

Easy Exam Patterns

Our Branches:

Banashankari 3rd Stage

Jalahalli Cross

Rajarajeshwari Nagar

Head Office:

📍 #5, 3rd Floor, B. Nanjaiah Complex, Kathriguppe Ring Road,
BSK 3rd Stage, Bengaluru - 560085

📱 **70226 17453 | 96869 16333**

🌐 www.massventures.co   🌐 www.coders-academy.com