

## Digital Marketing Catalyst Course Content Details

- **{Module 1} Introduction to Digital Marketing**

  - What Is Digital Marketing?

  - Offline Advertising Vs Online Advertising

  - Various Digital Marketing Channels

- **{Module 2} Website Planning & Creation**

  - Domain Registration

  - Hosting

  - Wordpress Installation

  - Website creation

  - Creating Posts and Pages

  - SEO Plugins

  - Website Speed Optimization

- **{Module 3} Graphic Designing for Business**

  - Designing Banners and Posters

  - Creating Logos

  - Finding free stock photos for usage in your website

- **{Module 4} Basic & Advanced Search Engine Optimization**

  - How Search Engines Works

  - Basics of SEO

  - On-Page SEO

  - Keyword Research

  - Metatags creation

  - Content Optimization

  - Header Tags

  - Image Optimization

  - Url Optimization

  - Robots.txt

  - Sitemap.html

  - Sitemap.xml

  - Off-Page SEO

  - Link Building Strategies

  - WhiteHat SEO

  - Black Hat SEO

  - Grey Hat SEO

  - Google Latest Updates

  - Google Business Listing

- **{Module 5} Professional Blogging**

  - Blog Setup

  - Blog Design

Blog Marketing  
Blogging Article Methods  
Tools to create Unique Articles  
Copyscape and Grammerly  
Making money from Blogging

- **{Module 6} Google Analytics**

Setup Analytics  
Understanding Diff types of Traffic  
Real Time Reports  
Preparing Different Reports  
Setup Goals  
Filters  
Dashboards  
User Management  
Admin Section  
Tracking Ecommerce Reports

- **{Module 7} WebMaster Tools**

Adding Site & Verification Process  
Crawl Errors & Stats  
Google Fetch  
Search Queries  
Structured Data  
RichSnippets  
Data Highlights  
Robots.txt testing  
Sitemap.xml  
Links to Site  
Internal links  
Google Messages

- **{Module 8} Google Adwords ( Search, Display, Shopping, Video, Universal App, Remarketing**

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Introduction of Adwords  
Google Adwords Account Setup  
How ppc works  
PPC campaign design  
Keyword research tool  
Keyword match types  
Adgroup setup  
Search Advertising  
Dynamic Search Ads

Display Advertising  
Remarketing  
Gmail Ads  
Shopping Ads  
Video Advertising  
Universal App Campaign  
Conversion Tracking Code  
Optimizing keywords, cpc, Ad Performance  
Budget, Billing, Reporting Techniques

- **{Module 9} Social Media Marketing**

Why do We need Social Media Marketing  
SMO with Search Engine Optimization  
Fanpage Creation  
Design Fanpage  
Optimizing Fanpage and Good Practices on Engage  
FB Insights  
Fb Groups creation & Marketing  
Fb Events Creation & Marketing  
FB Paid Marketing Campaign  
Instagram Marketing  
Profile Creation & optimization  
Post Photos & Videos  
Hash Tags  
Paid Advertising  
Insights  
Twitter Marketing  
Linkedin Marketing  
Youtube Marketing  
Quora Marketing  
Social Media Tools

- **{Module 10} Email Marketing for Business**

Importance of Email Marketing  
Getting email id of any person  
Collecting email ids  
Good practices while doing Email Marketing  
Using Tools sending bulk mails

- **{Module 11} Advanced Content Marketing**

- Developing ROI based Content Strategy
- Audience Discovery , Personas, & Brand Content Style Guidelines
- Generating Content ideas for business
- Effective Content Writing
- Content Promotion

**{ Module 12 } Conversion Rate Optimization**

What is CRO

Importance of CRO

A/B & Multi Variant testing Analytics

Heat Map Analysis

- **{Module 13} Mobile Marketing**

Responsive Website

AMP Implementation

Mobile ads

Whatsapp Marketing

SMS Marketing

- **{Module 14} Ecommerce (Building Online Shop)**

Building an Online Shop using WordPress and WooCommerce

E-commerce Business Models

Finding Profitable Products

Find cheap products to be shipped directly from China

Shopping Ads

E-commerce SEO

- **{Module 15} Online Reputation Management**

What Is Online Reputation Management

Finding and Removing Negative Reviews Online

How To Get Positive Reviews Online

Top 5 Tools used by Online Reputation Agencies

- **{Module 16} Online Money Making (Affiliate Marketing, Google AdSense )**

Affiliate Marketing

Amazon Merch

Blogging

Google AdSense

Instagram Money Making Method

- **{Module 17} Freelancing Career**

What Is Freelancing?

Guide to interacting with Clients

Setting Up Profiles On Freelancing Sites

Finding Projects From Freelancing websites.

- **{Module 18} Interview Preparation**

FREE - 40+ Tools worth of INR 50,000/-

FREE - Course Materials

FREE – STUDENT SUPPORT  
FREE – Live Projects  
FREE - 100% Placement Assistance  
FREE - 6 Google Adwords Certifications  
FREE - Bing Adwords Certifications  
FREE - Hubspot Certifications

**We do have Online Classes also**

**For Classroom sessions we have branches at Banashankari 3<sup>rd</sup> stage and Jayanagar 9<sup>th</sup> Block**

**For more information Please do visit [www.digitalmarketingcatalyst.com](http://www.digitalmarketingcatalyst.com)  
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