

# **DIGITAL MARKETING TRAINING**

## **(Advanced Level)**

### **SEARCH ENGINE OPTIMIZATION**

#### **On Page Optimization**

- ❖ URL renaming/re-writing
- ❖ Url Canonicalization(301 redirects using .ht access code)
- ❖ Optimizing websites by Analysing Clients Individual Web Pages using Dupli- checker,Copy scape for Refreshing Content
- ❖ Text to Html Ratio, Website Loading Speed, Site Navigation Structure
- ❖ Importance of Bread Crumb Structure
- ❖ Competition Analysis
- ❖ Keyword Research (Google Keyword tool)

#### **Google Web masters**

- ❖ Adding a Site and Verification Process
- ❖ Configuration Settings
- ❖ URL Parameters
- ❖ Search Analytics Reports

- ❖ Crawl Errors / Stats
- ❖ Google Fetch
- ❖ Blocking the Crawler and blocking pages
- ❖ Traffic
- ❖ Search Queries
- ❖ Links to Site / Internal Links
- ❖ Resubmitting Sitemaps

## **Research and Analysis of Keywords**

- ❖ Importance of keywords in seo
- ❖ What are keywords?
- ❖ Types of Keywords(Broad match, Exact match, Phrase Match , Broad match Modifier)
- ❖ Analysis of keywords for any website
- ❖ Research on keywords
- ❖ SEM Rush
- ❖ **What is Off Page Optimization why it is required in SEO and**

## **its Importance?**

- ❖ Directory Submissions
- ❖ Social Bookmarking in high PR sites
- ❖ Participation in Forums and Effective interaction to get Permanent Back links
- ❖ Blog Commenting
- ❖ Classified Submissions
- ❖ Guest Blogging
- ❖ Article Submission
- ❖ PDF sharing
- ❖ Press Release Submission
- ❖ Deep Linking
- ❖ Search Engine Submission

### **Google Algorithms :**

- ❖ Panda Algorithm
- ❖ Penguin Algorithm
- ❖ Hummingbird Algorithm
- ❖ Pigeon Algorithm
- ❖ Mobile Algorithm
- ❖ RankBrain Algorithm
- ❖ Possum Algorithm
- ❖ Fred Algorithm

### **SEO Audit Report**

#### **Tools :**

- ❖ Screaming Frog SEO Spider (for larger websites)
- ❖ IWebchk
- ❖ Seoptimer
- ❖ Woorank
- ❖ SEOSitecheckup

At the End of SEO you will be able to create Basics to advanced Level SEO strategy for any website , Keyword Rank reports ,Audit reports (5 pages website to even 1 lakh pages website using high end tools )

- Effective link building techniques and case studies on various Live projects
- Live SEO Assignments for every student with required tools and access
- Daily 1 Hour class and 4 hours of Practice under trainers guidance

## **SOCIAL MEDIA MARKETING**

- ❖ Understanding Social media Landscape
- ❖ Benefits of Social media marketing

## **Facebook**

- ❖ How to increase Facebook likes, shares, Reach for posts
- ❖ How to find targeted audience on facebook?
- ❖ How to create facebook page?
- ❖ How to create Facebook groups and participate in a right way?
- ❖ Creating Events ,Customizing tabs in facebook page
- ❖ Settings , Page roles ,Cross posting, Response Assistant

## **FACEBOOK ADS**

- ❖ Understanding Campaign, Adgroup, Ads Structure
- ❖ Brand awareness Campaign
- ❖ Reach Campaign
- ❖ Likes Campaign
- ❖ Event Response Campaign
- ❖ Boost Post Campaign
- ❖ Lead Generation Campaign
- ❖ App install Campaign
- ❖ Video Campaign
- ❖ Conversion campaign
- ❖ Difference between Custom Audience and look a like Audience and how to use it
- ❖ Upload custom audience and run ads for different campaigns
- ❖ Retargeting on Custom Audience
- ❖ Detailed Explanation on Reach, Impressions , Clicks , Click through rate, conversion, conversion rate , link clicks, link click through rate
- ❖ How to generate the reports after running live campaigns ?
- ❖ Analysing the reports and calculating ROI
- ❖ Applying filters , Rules , break down and generating reports

## **TWITTER MARKETING**

- ❖ How to find targeted audience on Twitter
- ❖ Creating twitter profile
- ❖ Increasing followers on twitter
- ❖ Using hash tags
- ❖ Embedding the tweets
- ❖ Likes ,retweets, lists , Moments
- ❖ Integrate twitter with facebook and other tools
- ❖ Customizing twitter profile
- ❖ Twitter analytics, Analysis
- ❖ 3rd party tools to find targeted audience in twitter

- ❖ Competitor analysis
- ❖ Follows ,unfollows , Net followers
- ❖ Location wise followers
- ❖ Twitter ads

## **PINTEREST**

- ❖ Creating Pinterest profile
- ❖ Creation of Boards and Pins
- ❖ Adding pins in relevant boards
- ❖ Increasing followers
- ❖ Finding right pins using hashtags
- ❖ Increasing network in pinterest
- ❖ Importance of image sharing and role of pinterest
- ❖ Indexing pinterest images
- ❖ Repins and boards concept
- ❖ Sharing pins
- ❖ Pinning other pins in our boards
- ❖ Pinterest analytics
- ❖ Website analytics in Pinterest

## **LINKEDIN**

- ❖ Creating LinkedIn profile
- ❖ Creating LinkedIn page
- ❖ Increasing connections by using various techniques
- ❖ Discussion on 1st connection , 2nd connection, 3rd connection
- ❖ Finding company pages and following them
- ❖ Sending personal invitation
- ❖ Who's viewed your profile
- ❖ Notifications, Messages
- ❖ Lead generation using LinkedIn
- ❖ Using Advanced filters to find targeted professionals on LinkedIn
- ❖ Alumni to connect with previous employers or educational groups
- ❖ Creating groups and participating in LinkedIn
- ❖ Group access levels
- ❖ Page access in LinkedIn
- ❖ LinkedIn pulse and content marketing strategies

## **LINKEDIN ADS**

- ❖ Display ADS
- ❖ Inmail ADS
- ❖ CPC ADS
- ❖ Sponsored ads
- ❖ Lead Generation ADS

## **PPC ADVERTISING WITH GOOGLE ADWORDS**

### **Understanding purpose of Campaign**

- ❖ Different types of Campaigns
- ❖ Importance of Each Campaign

### **Search Network :**

- ❖ Creating Search Network Campaign
- ❖ Account Limits in Adwords
- ❖ Location and Language Settings
- ❖ Networks and Devices
- ❖ Bidding and Budget
- ❖ Schedule: Start date, end date, ad scheduling
- ❖ Ad delivery: Ad rotation
- ❖ Purpose of Ad Groups
- ❖ Keyword Types (Broad, Phrase, Exact and Negative)
- ❖ Adwords Keyword Tool
- ❖ Text Ad Format
- ❖ Quality Score and Its Importance
- ❖ Site links Extensions
- ❖ Call Extensions
- ❖ Call out Extensions
- ❖ Message Extensions
- ❖ Structured Snippet Extensions
- ❖ Price Extensions
- ❖ Location Extensions
- ❖ App Extensions

### **Display Network Targeting**

- ❖ Setting a Display Network Campaign
- ❖ Concept of VCPM and Branding
- ❖ Automatic Placements
- ❖ Manual Placements
- ❖ CPC Bidding and VCPM Bidding

- ❖ Ad delivery: Ad rotation, frequency capping
- ❖ Topic Targeting
- ❖ Keyword targeting
- ❖ Placement targeting
- ❖ Purpose of Conversions
- ❖ Creating Conversion Tracking Code
- ❖ Tracking the Conversions
- ❖ Purpose of Conversions
- ❖ Clicks, Impressions, Viewable  
impressions, CTR, Cost, Conversion rate , Cost/conversion,  
All conversions, View through conversions,
- ❖ Remarketing List creation and ads
- ❖ Creating Gmail ads
- ❖ Uploading customer email ids , selecting targeted customer lists  
, creating different formats of Gmail ads
- ❖ Impressions, Clicks, Gmail forwards, saves , CTR, Cost, AVG CPC

### **Video Network:**

- ❖ Creating Video Campaign
- ❖ In stream ads
- ❖ Bumper ads
- ❖ Video Discovery ads
- ❖ Views, CPV, Impressions, Clicks, CTR, Avg CPC , Cost, Interaction rate
- ❖ Keyword Targeting

- ❖ Topic Targeting
- ❖ Placements Targeting
- ❖ Remarketing in youtube ads

### **Universal App Campaign**

- ❖ Creating App campaign
- ❖ Importance of Mobile app installs
- ❖ Different ad formats like Text , image , Video ads in app install campaigns
- ❖ Tracking Reports

## **GOOGLE ANALYTICS**

- ❖ Introduction to Google analytics
- ❖ How Google analytics works
- ❖ Understanding Google analytics account structure
- ❖ Cookies importance in Google analytics
- ❖ Setting up an account in Google analytics
- ❖ Adding analytics code in website
- ❖ Understanding different types of traffic
- ❖ Downloading different traffic reports
- ❖ Creating Key performance indicators using primary and secondary dimension
- ❖ Understanding Bounce rate and how to reduce it
- ❖ Setting up goals and tracking conversions
- ❖ Different types of Goal conversion paths
- ❖ Importance of funnels in goal conversions
- ❖ Integrating Google Adwords with Google Analytics and Google Merchant centres



## **EMAIL MARKETING**

- ❖ What is email marketing
- ❖ Importance of email marketing in generating leads
- ❖ Email list Validation tools
- ❖ How to write effective subject lines
- ❖ How email Marketing works
- ❖ Challenges faced in sending bulk emails
- ❖ Setting up campaigns and lists
- ❖ Creating email marketing template and sending bulk mails
- ❖ Uploading mail IDs to the tool
- ❖ Creating subscriber lists
- ❖ Checking open rates , clicks , click through rate
- ❖ Checking traffic from various locations
- ❖ Creating Popups, Landing pages , Embedded Forms
- ❖ Automated Workflows
- ❖ Growing subscribers list

## **LEAD GENERATION USING SOCIAL MEDIA AND CONVERSION RATE OPTIMIZATION (CRO)**

- ❖ What is conversion rate and conversion rate optimization
- ❖ How to generate leads for B2B using LinkedIn
- ❖ Generating leads through Facebook
- ❖ Advantages of premium membership in LinkedIn
- ❖ Importance of A/B Testing and tools used
- ❖ Landing page Design importance in getting leads

## **ONLINE EARNING METHODS (AFFILIATE MARKETING, GOOGLE ADSENSE)**

- ❖ What is affiliate marketing and how to earn money from it?
- ❖ Discussion on worlds popular affiliate network sites
- ❖ Creating banners and using on blogs
- ❖ Identifying the money making, highly targeted and less competitive keywords
- ❖ How SEO helps in Affiliate marketing and Google AdSense
- ❖ Registering in Affiliate network sites
- ❖ Promoting various sites
- ❖ What is Google AdSense?

- ❖ Why Google AdSense is the highest money making method in the world(Monthly income more than 10Lakhs)
- ❖ How to get approval from Google to display ads in your sites and earn money

### **ONLINE REPUTATION MANAGEMENT :**

- ❖ How to maintain positive brand for any company?
- ❖ How to remove negativity for any company website?
- ❖ How to remove the negative links in top positions in Google
- ❖ ORM Tools
- ❖ How to find who mentions about our company in online
- ❖ Discussion on paid content curation tools

### **WORDPRESS :**

- ❖ What is Content Management system
- ❖ Procedure to connect with CMS websites
- ❖ Wordpress internal tour
- ❖ Post ,Pages , Plugins
- ❖ Tracking codes installation in wordpress
- ❖ Focus keywords
- ❖ Adding title , description tags using Yoast SEO plugin

### **GOOGLE MY BUSINESS :**

- ❖ Setting up account in Google my business
- ❖ Entering business details and adding tags
- ❖ Verification code process
- ❖ Access levels
- ❖ Adding posts
- ❖ Photos
- ❖ Interface tour
- ❖ Access levels and location extensions concept in adwords
- ❖ Adding multiple locations and getting verified for each listing

## **GOOGLE ADWORDS EXPRESS :**

- ❖ Difference between adwords express and Google adwords
- ❖ Setting up the account
- ❖ Creating ads
- ❖ Tracking the report
- ❖ Billing
- ❖ Budget process
- ❖ Location targeting
- ❖ Estimated reach
- ❖ Keyword targeting

## **SMS MARKETING:**

- ❖ Importance of SMS marketing
- ❖ Challenges faced in bulk sms marketing
- ❖ DND and Non DND
- ❖ Promotional and transactional SMS
- ❖ How to choose best SMS tool provider in the market
- ❖ Sender Id creation
- ❖ Creating templates
- ❖ Sending Templates
- ❖ Uploading mobile nos
- ❖ Understanding the list , groups , paste list options
- ❖ Tracking reports
- ❖ Retargeting the people who engaged with SMS
- ❖ Flash SMS

## Digital Marketing Course Modules


 Digital Marketing Overview	 Website Planning & Creation	 Search Engine Optimization	 PCC Advertising & Google Adwords	 Social Media Marketing	 Google Analytics
 Online Display Advertising	 Email Marketing	 Lead Generation For Business	 Content Marketing	 Online Reputation Management	 Creating Internet Marketing Strategy
 Affiliate Marketing	 Making Money Via Adsense & Blogging	 How to Grab Freelancing projects	 Mock Interviews	 Live Practicals	 SMS Marketing
 Word Press	 Google My Business	 Become a Google & Facebook Certified professional ( 1 Training Program - 9 Certifications )			

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## Khimji Ramadas LLC -MUSCAT



**VijayShekhar**

Corporate Communications and Customer care


Srb technology provided very professional trainer and Training was crisp and precise.



**Rajiv Ahuja**

Head,Corporate Communication and CSR at khimji Ramdas


One of the best Coaching center in Muscat.



**Anando Niyogi**

Lead -Corporate comms and CSR


SRB Technology is the best institution in and quality teaching Faculties



**Vikram Aditya**

Head - Corporate Group Insurance LLC


Real time trainers are helped me understand the subject easily and grasp the concepts with in short period.



**Ayman Al Battashi**

Senior Executive Corporate Communications and CSR  
Branding,Advertising and Digital Marketing


SRB Technology is the best coaching center for Robotic courses.



**Fatma Al obaidani**


HR Junior Executive

Here they have a experienced faculties.their teaching is very well



**Sheikh a Al Harthi**

SRB technology is best coaching center



**4Mr.Parvesh**

Marketing Manager Saudh Bhawana Company LLC


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## Advanced Digital Marketing Courses - Muscat


Each topic explained thoroughly with practical examples

**SANGEETHA DUBEY**




Content well articulated by trainer.Training was crisp and precise Recommended to join the course.It is worth.

**SANDEEP GHAI- GM**  
Opal Marketing and Industry LLC,Muscat.




Training sessions was very good content well designed trainer had good hold on Subject.

**VIJAY SHEKHAR KHIMJI RAMDAS LLC**  
Corporate Communications and customers care




Best place to learn digital marketing I completed the course in Marthahalli centre.

**ROBIN D'CRUZ**




One of the best coaching for digital marketing in Bangalore.

**VIDYASAGAR BULLA**




Real time trainers Mr.Suren and Mr.Khaleel helped me understand the subject easily and grasp the concepts with in short period

**HARISH HM**




nstructors in Digital Kora was really very well prepared for the class, and he explained the course contents in a most effective manner.

**KARAJ SINGH**



Topics are easily understandable and trainer is doing all topics explains in practically.

**SUBHOJITGUHARROY**



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