

Day - 1

- **Digital Marketing**

- Digital Marketing Introduction
- Difference between Digital Marketing and Traditional Marketing
- Understanding Digital Marketing Process
- Benefits of Digital marketing
- What is Visitors Engagement? With Example
- What is Inbound and outbound marketing
- Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process
- Tools of Digital Marketing

Day - 2

- **Search Engine Optimization**

- Understand Search Engines & Google
- Introduction to SERP
- What are search engines?
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- On-Page SEO and Off-page SEO

- **Social Media Marketing**

- What are Search Engine's Algorithms?
- How Algorithms Works?
- Why does a Search Engine need to update its Algorithm?
- How to optimize your site for Google
- Why a Search Engine penalizes a Website?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?

- **Local SEO**

- What is Local SEO?
- Google places optimization
- Top tools for SEO
- Monitoring SEO process
- How to Preparing SEO reports
- Importance of domain and page authority

Day - 5

- **Social Media Marketing**

- What is Social Media?
- Benefits of Social Media
- Understanding the existing Social Media
- Forms of Internet marketing
- Facebook marketing
- LinkedIn Marketing
- Twitter Marketing
- Youtube Marketing
- Understanding Bid Strategy

Day - 6

- **Google Analytics**

- Introduction to Google Analytics
- How Google Analytics works
- Understanding Google analytics account structure
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up link tagging
- Understanding filters & segments
- How to view customized report

- **Google Adwords & Online Display Advertising**

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google Adwords & PPC
- Setting up Google Adwords account
- Understanding Adwords account structure
- What is CTR?
- Why CTR is important?
- Understanding bids

