

Digital Marketing Essential Training

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| Day - 1 | | Day - 2 | | |
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| • D | M 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 | S E O 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 | | |
| 0 | Conversion Process Tools of Digital Marketing | On-Page SEO and Off-page SEO On-Page SEO and Off-page SEO | | |