

## 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