

● **Deepali S. Gotadke**
B.E. (Comp. Sci.)

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- Domain Name Registration ● Website designing ● Web application development
- Web hosting ● E-commerce site development ● Search Engine Optimization



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DIGITAL MARKETING SYLLABUS

❖ ***What is Search Engine Optimization?***

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into customers. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

❖ ***Who should attend the Search Engine Optimization Class?***

The program is suitable for professionals of all levels and fields. This will help you to further build your business and profession.

❖ ***For whom is the Search Engine Optimization Class designed for?***

The classes are mainly concentrated for the following market:

- ✓ Marketing & Advertising Professionals who need to understand Digital Marketing or get more leads and business out of their Digital channels.
- ✓ Digital Marketers who want to improve their career and intensify their domain expertise.
- ✓ Small & Medium business owners (Entrepreneurs) who need to grow their business through digital marketing.
- ✓ Small & Medium business owners (Entrepreneurs) who need to grow their business through digital marketing.
- ✓ Students who want to up skill in Digital Marketing to explore new career opportunities.

❖ ***About the Trainer:***

Known as leading Digital Marketer and ecommerce consultant in India, "Deepali Gotadke" has 17-years background in Digital Marketing and is founder of ClickHubli.com & WebDreams .She is the chief trainer. She is a great orator and comes with strong knowledge of the domain. She used to do optimization since the year 2001 as it was much earlier than Google, that time yahoo optimization was done. Deepali has 17 years of vast experience in Digital marketing with expertise into S.E.O, Social Media Marketing and various Pay per Click platforms. Deepali and her



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team has done SEO for more than 100 firms and achieved great results. She has frequently conducted in-house training and has run programs for many companies.

How this Course does benefit you?

For Entrepreneurs:

- ✓ Setting a complete online marketing strategy for your business.
- ✓ Setting and launching a Google search ad campaign.
- ✓ Creating and launching a Yahoo search ad campaign.
- ✓ Developing a social media promotion strategy for your company.
- ✓ Designing and launching a Facebook advertising campaign.
- ✓ Creating a LinkedIn ad campaign.
- ✓ Developing an off page and on page SEO strategy.
- ✓ Developing a content marketing (Blog and articles) strategy.
- ✓ Implementing analytics tools & learning how to optimize your online performance.

❖ **For Working Professionals:**

- ✓ Open gates for multiple industries.
- ✓ Get a plethora of job opportunities in digital marketing industry.
- ✓ Skills and expertise for advanced career growth.
- ✓ Planning to start your own business? Get a wider reach with Digital marketing.
- ✓ Work as a part-time freelancer, make money online.

❖ **For Students:**

- ✓ Generate more qualified business leads & convert into sales.
- ✓ Increase business revenue with an extra outlet for sales- online.
- ✓ Save up to 60% of advertising cost with online advertising.
- ✓ Track and measure your performance with 100% accuracy.
- ✓ Expand your business to a wider geographical area by marketing it online.



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❖ **Following are the Modules covered under this Programme:**

Module 1:

Introduction to Marketing

Module 2: Introduction of Digital Marketing

Understand Power of Digital Marketing to Boost Online Sales

	<ul style="list-style-type: none">● <i>What is Digital Marketing?</i>● <i>Need of Digital Marketing</i>● <i>Scope of Digital Marketing</i>● <i>Trends of Digital Marketing</i>● <i>Main Search Engines</i>
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Module 3: Website Development Platform

Understand Power of Digital Marketing to Boost Online Sales



- ***What is Responsive Website?***
- ***Why Websites should be optimized?***
- ***How to Get Best ROI?***
- ***Points to Consider While Website Design***
- ***What is GUI Website?***
- ***Significance of SEO***
- ***What are Wordpress Websites?***

Module 4: Search Engine Optimization

Learn the Updated Techniques to Boost Website Traffic on Your Website


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On page optimization and basics of HTML

- ***Title & Description Optimization***
- ***Keyword Research***
- ***Alt Tag Optimization***
- ***Broken Link Optimization***
- ***Internal Link Optimization***
- ***Content Optimization***
- ***Minimize HTML & CSS***
- ***Image Optimization***
- ***Robots.txt & Sitemap optimization***
- ***Loading Speed Optimization***
- ***Structure Data Optimization***

Module 5: Off Page optimization

- ***Local Business Submission***
- ***Directory Submission***
- ***Blog Commenting Submission***
- ***Social Bookmarking Submission***
- ***Forum submission***
- ***Article Submission***
- ***PPT Submission***
- ***Classified Ad posting***
- ***Link Exchange***
- ***Image Submission***

SEO Strategies: SAAS, Brand and Ecommerce



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Important Google Updates in SEO

Module 6: SEO Tools

- ***UberSuggest***
- ***ahref Tool***
- ***SEMrush***

Module 7: Google Ad Words - PPC (Pay Per Click)

Be Google and Bing Certified On Live Projects



- ***What is Pay per Click?***
- ***Account Creation***
- ***Campaign Optimization***
- ***Keyword Research***
- ***Post Campaign Optimization***

Module 8: Google Web Analytics

Track all the Traffic that Land on Your Website



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	<ul style="list-style-type: none"> ● What is Google Analytics? ● Account Creation ● Goal Optimization ● Funnel Optimization ● Web Analysis ● Advanced Level Optimization
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Module 9: Social Media Optimization

Understand the Power of Social Media for Viral Marketing

	<ul style="list-style-type: none"> ● What Is Social Media Marketing? ● What Is Viral Marketing ● Scope of Social Media Marketing ● Terminology of Social Media ● Best Practices ● Social Media tool ● Facebook Marketing ● LinkedIn Marketing
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Module 10: Social Media Marketing

Various Social Media Marketing Strategies

	<ul style="list-style-type: none"> ● What are Facebook Pages ● Facebook Page Insight Study ● Facebook Page Best Practices ● Paid Marketing on Facebook ● Instagram, Twitter, LinkedIn Optimization
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Module 11: Online Advertising & Lead Generation

Differences Between Online & Offline Marketing



- ***What are Advantages of Online Marketing?***
- ***What is Inbound Marketing?***
- ***How to Acquire High Quality ROI***
- ***Power & Scope of Online Marketing***

Module 12: Google Search Console

- ***Crawl & Index website***
- ***Website position Analysis***
- ***Analysis of Internal & External links***

Module 13: Wordpress & Blogging

Learn how you can Create Brand Online for Online Companies



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- **What is Blogging?**
 - *Difference between Blog and Website?*
 - *What is Wordpress?*
 - *Wordpress Installation*
 - *Adding different plugins*
 - *How to Choose Best Niche for Blog?*
 - *How People Earning?*
 - *What should be the Plan & Strategy?*

Module 14: Geo Targeting & Google my business Optimization

Know how you can Generate Sales to e-commerce companies



- **What are Various Geo Location Targeting Options?**
- *How to Target Audiences?*
- *Significance of Geo Targeting*
- *How get ranking for GMB*
- *GMB Review submissions*
- *Understanding competition*
- *Addition of Social media in GMB*
- *Social bookmarking for GMB*
- *Understanding the searches which are "near me"*
- *Various Tools for Geo Location*



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Module 15: AI Tools for Digital Marketing

- **ChatGPT**
- **Plagiarism Checker Tool**
- **AI Content Detector**
- **AI Humanizer Tool**



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