



Course Curriculum



teachion technology pvt. ltd.

Presented by Er. Neeraj Jangra

Introduction Of Digital Marketing

- **Web designing with no codes**
- **Search engine optimization (SEO)**
- **Search engine marketing (SEM)**
- **Social media marketing (SMM)**
- **Google adword**
- **Google analytics**
- **Video and photo editing**
- **Brand marketing and awareness**
- **Lead generation for business**
- **Email marketing**
- **E - commerce marketing**
- **Mobile marketing**
- **Content marketing**
- **Make money online (blogging)**
- **Freelancing**
- **Affiliate marketing**
- **Local business SEO and marketing**
- **Online reputation management**



Introduction To Digital Marketing

- **Basic of online marketing**
- **Difference of internet marketing vs traditional marketing**
- **Search engine basics**
- **Key points of internet marketing**
- **Basic terms used In internet marketing**
- **Effective platforms for promotions**
- **Why are people moving in digital marketing**
- **How much business can you grab using internet marketing techniques?**
- **Structures of online marketing**
- **Fundamentals of google algorithms**



Website Introduction & Creation

- Understanding the web and its functioning
- Understanding needs of web site
- Choosing great domains
- Using CMS panel and getting the hosting for website
- Creating a professional and elegant website on WordPress



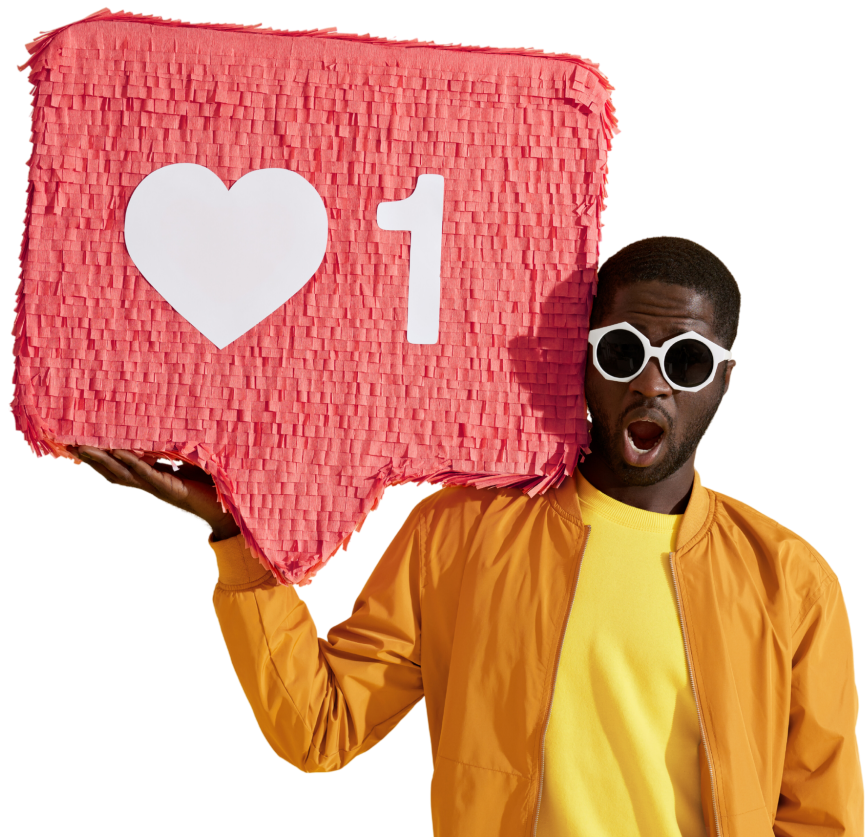
Search Engine Optimization

- Introduction to SEO
- Search engine working
- Keyword research @ planning
- On page SEO
- Off page SEO
- Link building
- Tools for SEO
- Understanding google algorithm
- SEO site audit



Social Media Marketing

- Introduction of social media marketing
- Facebook marketing
- Facebook campaign creation
- Facebook for lead generation
- Facebook pixel
- Instagram marketing
- Instagram promotion or ad creation
- YouTube introduction
- Understanding YouTube algorithm
- Growing YouTube channel
- Linked in marketing
- Twitter marketing
- Quora marketing



Email Marketing

- Introduction of email marketing
- Creating newsletter for emails
- Increasing open rate of emails
- Sending bulk emails
- Using autoresponder
- Email marketing tools



Lead Generation

- **Whats is lead generation**
- **Lead generation process**
- **Creating landing page for lead generation**
- **Creating facebook lead generation ads**
- **Adding lead magnet to landing page**



Ecommerce Marketing

- Introduction of e-commerce marketing
- Ecommerce website SEO
- Ecommerce sales through facebook
- Creating google shopping ads for e-commerce website
- Effective strategy plan for e-commerce website



Content Marketing

- Understanding content marketing
- How to use omnichannel approach with content marketing
- Content ideas
- Content creation for social media
- Creating content for a website



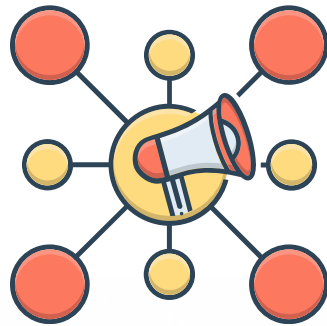
Mobile Marketing

- Introduction of mobile marketing
- Mobile marketing platforms
- Creating ads for mobile apps
- Increasing downloads through facebook ads
- How to make a business from mobile marketing?
- Effective mobile marketing strategy



Viral Marketing

- Understanding about trends
- Searching trends
- Creating content to go viral
- Using omni channel approach



COURSE CURRICULUM

Video Marketing And Editing

- **Basic of video marketing**
- **Hacks of video marketing**
- **Basic of fillmora**
- **A-Z video editing**



Google Analytics

- **Understanding google search console**
- **Using google search console to increase traffic**
- **Crael stats vs crawl error**
- **Removing spam backlinks from website**
- **Index pages in google search engine**



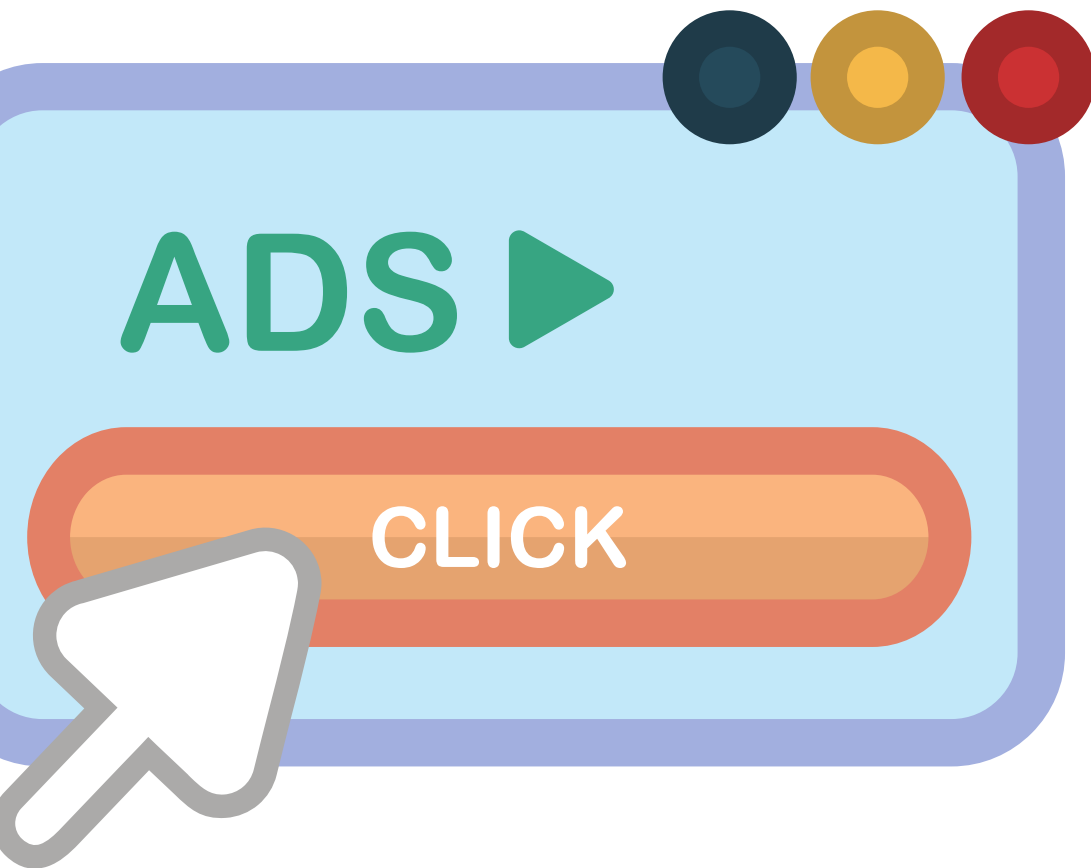
Affiliate Marketing

- **Concept of affiliate marketing**
- **How to start earning with affiliate marketing**
- **Finding potential products for affiliate marketing**
- **Apply for amazon affiliate and Clickbank**
- **Difference b/w CPA and CPL**



Google AdSense

- Money making with google Adsense
- Easy steps for google Adsense
- How to approve Adsense with different websites?
- Placing ads on your website



Freelancing

- Understanding about freelancing
- Getting work from freelancer and Fiverr
- Grabbing freelancing projects easily

INFORMATION
BANKRUPTCY
INVESTMENT
RECESSION
UNEMPLOYMENT
FINANCE
MONEY
ECONOMY
BUSINESS
PROFIT



Photo Editing

- **Basic of adobe photoshop**
- **Editing images**
- **Crating creatives**
- **Basie of canva**
- **Making ads with canva and hacks canva**



Online Reputation Management

- Introduction of online reputation management
- Reputation problems
- Eliminating negative websites
- Consumer complaint sites





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