

APEEC

transforming careers...



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DIGITAL MARKETING

(SEO, SMM, SMO, SEM, GOOGLE ADWORDS, ANALYTICS)

Duration :2months

Introduction

- What Is Digital Marketing?
- Principles of Digital Marketing
- Digital marketing defined
- Traditional Vs Digital Marketing
- Benefits of Digital marketing
- Distinctions of Digital marketing
- Components of online marketing
- Digital marketing trends, platforms
- Digital Marketing strategy
- Career opportunities
- What is domain?
- How to register Domain
- What is Web Hosting?
- Types of Web Hosting
- Websites Vs Portals Vs Blogs
- Dynamic / Static Websites

Building a Digital Foundation

- Online marketing
 - planning and success
- Defining your target market
- Online marketing measurement

Planning a Web Site for Online Marketing

- Site map
- Site components
- Wireframing
- Elements of a successful site
- Home page best practices

Building / Optimizing Web Site for Online Marketing

- Web site platforms
- All about Domain names
- Choosing a right hosting company
- Analyzing the Website
- Web site maintenance
- Web site management
- Mobile sites

Search Engine Optimization(SEO)

- Introduction to SEO
- History of Google
- What is Search Engine?
- Types of Search Engines
- How Search engines work?
- Search Engine Algorithms & Updates
- Installing Wordpress in domain
- Installing plugins to SEO
- Different types of keywords
- Keywords analysis tools
- Preparing & analysing keywords
- Best keyword research tools
- On page Optimization
- Off page Optimization
- Link building strategies
- Bookmarking sites
- Blog commenting
- Prerelease list
- Google hacking URL technique
- How Page Ranking is done?
- Domain authority
- Reports & SERP management

Search Engine Marketing (SEM)

- Overview SEM
- Search engine optimization (SEO)
- Paid search
- Local search
- Link building In-depth

Google AdWords

- Introduction to Paid Marketing
- Google AdWords account
- Billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies
- AdRank
- Quality Score Optimization
- AdWords Ad Formats
- Ad Extensions
- AdWords tools
- AdWords Editor Tool



Social Media Marketing

- Social media
- Social networking
- Social media marketing defined
- Setting Social objectives
- Creating right profile & settings
- Social Media strategy
- Facebook marketing
- LinkedIn marketing
- Twitter marketing
- Google+ marketing

Social Media Optimization (SMO)

- Social networking
- Blogging and micro blogging
- Social networking
- Video sharing
- Social shopping and opinions
- Social news & social bookmarking
- Social events, Wikis
- Social media strategy

Blogging

- To blog or not to blog?
- Blogging success
- Blog content creation ideas

Online Advertising

- Search ads
- Display ads
- Affiliate marketing
- Social media advertising
- Local advertising
- Email advertising

Online marketing strategy

Google Analytics

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics
- Basic terminology and KPI'





JAVA / PYTHON / .NET
FULL STACK



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