

• **Website Planning & Creation (14 hrs)**

Day 1

Understanding Internet
Difference between Internet & web
Understanding websites
Understanding domain names & domain extensions

Day 2

What is web server & web hosting
Different types of web servers
Different types of websites

Day 3

Planning & Conceptualising a Website
Booking a domain name & web hosting
Adding domain name to web Server

Day 4

Adding webpages & content
Adding Plugins

Day 5

Building website using CMS in Class

Day 6

Identifying objective of website
Deciding on number of pages required

Day 7

Planning for engagement options
Creating blueprint of every webpage

- **Email Marketing (8 hrs)**

Day 1

What is email marketing?
How email works?
Challenges faced in sending bulk emails
How to overcome these challenges?

Day 2

Types of email marketing- Opt-in & bulk emailing
What is opt-in email marketing?

Day 3

Setting up email marketing account

Day 4

Best platforms to do opt-in email marketing
Setting up lists & web form

Day 5

What are auto responders?
Setting up auto responders
How to do bulk emailing?

Day 6

Best practices to send bulk emails
Tricks to land in inbox instead of spam folder

- **Google AdWords (18 hrs)**

Day 1

Google AdWords Overview
Understanding inorganic search results
Introduction to Google AdWords & PPC advertising

Day 2

Setting up Google AdWords account
Understanding Adwords account structure
Campaigns, Adgroups, Ads, Keywords, etc

Day 3

Types of Advertising campaigns- Search,
Display, Shopping & video
Difference between search & display campaign

Day 4

Why quality score is important
What is CTR?
Why CTR is important?
Understanding bids

Day 5

Creating Search Campaigns
Types of Search Campaigns - Standard,

Day 6

Creating our 1st search campaign
Doing campaign level settings
Understanding location targeting
Different types of location targeting

Day 7

What is bidding strategy?
Understanding different types of bid strategy
Manual
Auto
Advanced level bid strategies
Enhanced CPC
CPA

Day 8

- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool

Day 9

- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Creating ads
- Display & destination URL
- How to write a compelling ad copy

- **Google Analytics (8 hrs)**

Day 1

Introduction to Google Analytics
How Google Analytics works
Understanding Google Analytics account structure
Starting with Google Analytics

Day 2

How to set up analytics account
How to add analytics code in website
Understanding goals and conversions

Day 3

Understanding different types of goals
Understanding bounce & bounce rate
How to reduce bounce rate

Day 4

Benefits of integrating AdWords & Analytics
How to view customized reports
Monitoring traffic sources
Monitoring traffic behavior

• **Social Media Marketing (16 hrs)**

Day 1

What is Social Media?
How social media marketing is different than others
Facebook marketing
Creating Facebook page
Uploading contacts for invitation

Day 2

Exercise on fan page wall posting
Increasing fans on fan page
Fan engagement

Day 3

Facebook advertising
Types of Facebook advertising
Best practices for Facebook advertising

Day 4

Understanding Facebook best practices
Creating Facebook advertising campaign
Targeting in ad campaign

Day 5

LinkedIn Marketing
What is LinkedIn?
Understanding LinkedIn
Company profile vs Individual profiles
Understanding LinkedIn groups
How to do marketing on LinkedIn groups
LinkedIn advertising & it's best practices
LinkedIn publishing
Company pages

Day 6

How to do marketing on Twitter
Black hat techniques of Twitter Marketing
Advertising on Twitter
Creating campaigns
Types of ads
Tools for Twitter Marketing
Twitter Advertising

Day 7

Video Marketing

Understanding Video Campaign

Creating 1st Video Campaign

Importance of video marketing

Day 8

Benefits of video marketing

Uploading videos on video marketing websites

Using YouTube for business

Bringing visitors from YouTube videos to your website

• Search Engine Optimization (22 hrs)

Day 1

What is SEO?
Introduction to SERP
What are search engines?
How search engines work
What are keywords?

Day 2

Google keyword planner tool
Keywords research process

Day 3

On page optimization
What are primary keywords, secondary keywords and tertiary keywords?
Keywords optimization

Day 4

Understanding your audience for content planning
What is the difference between keywords stuffing & keyword placement
Internal linking

Day 5

Meta tags creation

Day 6

Using google webmasters tool & website verification
Sitemap creation & submission in website & webmasters
How to write an optimized content

Day 7

Off Page optimization
What is Domain Authority?
How to increase Domain Authority

Day 8

What are back links?
Types of back links
What is link building?

Day 9

Link building strategies for your business

Local SEO

Classified submissions

Day 10

Top tools for SEO

What is link juice?

Importance of domain and page authority

Day 11

How to optimize exact keywords for your business

What is Google Panda Algorithm?

What is Google Penguin?

What is Google EMD Update?