

Advance Digital Marketing Classes



- ✓ What is digital marketing?
- ✓ Traditional vs digital marketing
- ✓ What is the URL?
- ✓ World wide extensions
- ✓ Country wise extensions
- ✓ What is domain and hosting?
- ✓ Introduction to SERP
- ✓ What are Keywords?
- ✓ Types of keywords
- ✓ Broad Match keywords
- ✓ Short tail keywords
- ✓ Long tail keywords
- ✓ Google keyword planner tool
- ✓ How to make long tail keyword
- ✓ How to do content Marketing?
- ✓ Keyword stuffing
- ✓ LSI
- ✓ Keyword Density
- ✓ Wordpress Website Planning & Creation
- ✓ Buying domain & Hosting
- ✓ Introduction to Wordpress
- ✓ Installing Wordpress and launching Website
- ✓ Installing themes
- ✓ How to create Page
- ✓ Plugins
- ✓ Customization and setup
- ✓ What is UI/UX ?
- ✓ Techniques of SEO
- ✓ IWhite Hat SEO
- ✓ Grey Hat SEO
- ✓ Black Hat SEO
- ✓ Types of SEO
- ✓ On Page SEO
- ✓ Technical SEO
- ✓ Meta Tags
- ✓ Heading tags
- ✓ Image Optimization
- ✓ URL Optimization
- ✓ 301, 302 Redirection
- ✓ 404 Error
- ✓ Canonical tag
- ✓ Hidden And invisible text
- ✓ Dead and Broken Links
- ✓ Linking Structure
- ✓ Internal and external links
- ✓ Inbound and Outbound links
- ✓ Favicon
- ✓ W3school validation
- ✓ Site map
- ✓ Robots.txt
- ✓ Geographical Site map
- ✓ Schema code
- ✓ Website Speed
- ✓ AMP (Accelerated Mobile Pages)
- ✓ SSL
- ✓ Responsive
- ✓ SEO Tools
- ✓ Google Algorithms
- ✓ Google webmaster
- ✓ Google Analytics
- ✓ Google Tag Manager
- ✓ What is DA & PA?
- ✓ Use of Mozbar extension
- ✓ What is link juice?
- ✓ Do follow & No follow
- ✓ Spam Score
- ✓ Google trends
- ✓ SEM Rush Tool
- ✓ Competitor Analysis
- ✓ Off Page SEO
- ✓ Citation or business listing submission
- ✓ Bookmarking submission

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- ✓ Image sharing submission
- ✓ Video sharing submission
- ✓ PPT sharing submission
- ✓ Forum sharing submission
- ✓ Infographics Sharing submission
- ✓ Article/Blog Sharing submission
- ✓ Web 2.0 sharing Submission
- ✓ Classifieds Sharing submissions
- ✓ Local SEO/ Google my business
- ✓ Importance of local SEO
- ✓ How to create profile in GMB
- ✓ How to Rank your GMB
- ✓ Indexing
- ✓ Ranking
- ✓ Social media optimization
- ✓ How to create page on Facebook
- ✓ Create Professional Instagram Account
- ✓ Instagram Ads
- ✓ Facebook Meta
- ✓ How to set billing in Facebook
- ✓ How to set Pixel
- ✓ How to create Event
- ✓ Brand awareness ad
- ✓ Reach ad
- ✓ Traffic ad
- ✓ Facebook page like ad
- ✓ Post engagement ad
- ✓ Event response ad
- ✓ Video views ad
- ✓ Messenger ad
- ✓ Lead generation ad
- ✓ How to create Catalogue
- ✓ Catalogue ad
- ✓ Introduction to linked in ad
- ✓ How to create profile in GMB
- ✓ How to create page on linkedin
- ✓ Linked in ads
- ✓ Introduction to twitter
- ✓ Twitter ads
- ✓ SnapChat Ads
- ✓ How to Create linktree
- ✓ Introduction google ads
- ✓ Keywords used in google ads
- ✓ Quality score
- ✓ Extension in google ads
- ✓ Types of Campaigns
- ✓ How to make landing page
- ✓ How to create campaigns
- ✓ How google ads work
- ✓ Different types of google ads
- ✓ Performance max ad
- ✓ Video ad
- ✓ Shopping ad
- ✓ How to create Google Merchant Centre
- ✓ Smart ad
- ✓ Demand Gen
- ✓ Influence Marketing
- ✓ Affiliate Marketing
- ✓ Email Marketing
- ✓ Youtube SEO
- ✓ Whatsapp Marketing
- ✓ Growth Hacking
- ✓ Google Adsense
- ✓ Online Reputation Management
- ✓ Drop shipping
- ✓ E-Commerce Marketing
- ✓ Freelancing
- ✓ Business Proposal Writing
- ✓ Viral Marketing
- ✓ CV creation
- ✓ Indeed Q & A discussion
- ✓ Interview preparation