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SOFTPRO DMTI PROFESSIONAL CERTIFIED

DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD)

Module 1 : Search Engine Optimization (SEO)

ON-PAGE OPTIMIZATION
- Meta Tags Optimization
- Canonical Tag Implementation
- SWOT analysis of website
- Heading Tags in Contents
- Description tag imp
- **KEYWORD RESEARCH**
- Keyword Proximity, Density, Analysis

- Header Keyword Optimiz
- Footer Keyword Optimiz
- Image Optimization
- Image Alt Tags
- Google Sitemap Creation
- Web Page Weight / Rank
- Internal Link Building
- Robots file Optimization
- Anchor Text
- URL renaming/re-writing
- Website Audit

OFF-PAGE OPTIMIZATION
- Submission to Search E
- Directory Submission
- Deep Linking
- InBound Links
- Blog Submission
- Book Marking
- Article writing/directory
- Article Submissions
- Classified submissions

- Forums
- Social Bookmarking
- Press Release
- Press release Submission
- Directory Links :
- One Way Link building
- Two Way Link building
- Three Way Link building
- SITE MAPS
- Sitemap Creation
- XML Sitemap

- Competitor Analysis
- HTML, Logo & its Importance
- Copyrighting
- Call to Action
- Copy-scape
- Duplicate Content Issues
- Coding Standards
- Usage of all Tags
- W3C Validation
- Free Backlinks Creation

Module 2 : Social Media Marketing & Optimization (SMM)

SOCIAL MEDIA OPTIMIZATION & MARKETING
Types of social media / Key terms to understand
How Social Media influences audience & Google
Developing unique content, positioning and voice
Integrating social media into your website and blogs
How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.

YOU TUBE Marketing
Video optimization
Promoting on YouTube
Monetization
Seo for Youtube
Youtube Analytics
- ✓ **SLIDESHARE**
- ✓ **PINTEREST**
- ✓ **INSTAGRAM**

FACEBOOK MARKETING
Create Marketing & Advertising
How to Promote Facebook pages
Advertise on Facebook(PPC)
Creating FAN-Page for Business
Setting up Campaigns
Creating Advertisements
Managing & Promoting Posts
Targeting the Right Audience
In-page Analysis / Analytics

LINKEDIN
Marketing on Linkedin
Advertise on LinkedIn
Using LinkedIn for business
GOOGLE PLUS
Using Google Plus for Businesses, Hangouts.
TWITTER MARKETING
Using twitter for business

Module 3 : GOOGLE ADWORDS & Google Certification Training

PPC TRAINING INTRODUCTION
What is Pay per Click Marketing
Importance & Benefits of PPC
Other Pay-Per-Click Providers
What is Google AdWords ?
How to set up PPC Campaign
GOOGLE ADWORD NETWORKS
Search- Searching on Google (.Com, .in, .ph etc.)
Search Partners- (AOL, Earthlink, Powered by Google, Site Search/
SET-UP PPC CAMPAIGN
PPC campaign Navigation

Use Multiple Account
"CLICK-THROUGH-RATES" CTR
What is Impression?
What is "Cost/Conversion"?
What is Tracking Code?
WHAT IS KEYWORD RESEARCH ?
Diff between SEO & PPC keywords
Keywords popularity, Search Volume
Categorize Keywords in Ad groups
Keyword Types:Broad, Exact, Phrase
CREATE EFFECTIVE ADS AD GROUPS
Measurement of Title,Desc URL,
Ad that produce better ROI
WHAT IS BIDDING ?

WHAT IS QUALITY SCORE ?
How Quality Score Effect on Bids?
How to Increase Position on Search?
BID FOR AD POSITION/ BID MANAGEMENT
User Define bids/Automatic Bids
Importance of bidding techniques
Competitors Analysis for bidding
WHAT IS LANDING PAGE ?
Ads versus Landing Page
'Calls to Action'/Cost/Conversion
MOBILE MARKETING
VIDEO MARKETING

DISPLAY NETWORK CAMPAIGN
(Creating Image/Video /Text/Flash Banner)
Navigation through Menus
Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account
REMARKETING
Using **MCC (My Client Centre)**
MERCHANT CENTRE
CAMPAIGN PERFORMANCE REPORTS
Keywords Performance Reports
Ad Performance Reports
GOOGLE CERTIFICATION

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Module 4 : Google Analytics

Introduction to Web Analytics
WHAT IS WEB ANALYTICS
Purpose of analytics in
Internet Marketing
Admin Interface
Setting up an accounts
and Web properties
Managing account / Users

Google Analytics Interface
Home Tab /Realtime Data
DASHBOARD
Widgets / Customize dashboard
Intelligent Events/Shortcuts
Date selection and comparison
EXPORTING REPORTS/ EMAILING REPORTS

ADVERTISING ANALYTICS
ADWORDS DATA ANALYSIS
Keywords/Keyword Positions
Traffic Sources
Overview of Traffic sources
Sources / Direct Search
Organic / Keywords Analysis
Paid / Referral

SEO (WEBMASTER TOOLS)
Social /Content Analysis
Site content /Speed/Search
Events /Experiments
Inpage Analytics
CONVERSION TRACKING
Goals / Calculating the ROI
Custom reporting

Module 5 : MOBILE Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile Marketing and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile apps is a very important marketing tool that you are taught.There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform.

Module 6 : Affiliate Marketing

AFFILIATE MARKETING
Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online & get paid. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong - affiliate codes on your website or blog..etc. **GOOGLE ADSENSE: Why** is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? Google through which you can earn money by placing ads on your blog/website.

Module 7 : EMAIL MARKETING

EMAIL MARKETING
EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, & is meant to build loyalty, trust, or brand awareness.

Module 8 : O R M

ONLINE REPUTATION MANAGEMENT
ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.

Module 9 : Google Webmaster Tools

GOOGLE WEBMASTER TOOLS
Search Console
What is Webmaster Tools
Site working on Search Console
Refine personal & site settings
Manage & Monitor your site

Search Traffic
Google Index
Crawl & Fetching your site
Submitting your verification code
Testing Robot.txt & Sitemaps
Security - Check for errors

Module 10 : CONTENT MARKETING

Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data ! An Infographic that is linked and compelling by its Nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.

Module 11 : Digital Mktg STRATEGIES

1. How to Start a Digital Marketing Agency
2. Where do I get my clients from, places and areas to look for ?
3. Approach and Strategies to Convert your prospective clients
4. How to Pitch to your clients, prove Digital Marketing is superior
5. Target Oriented Marketing - Impress with Analytics
6. Business Extensions with Upsell & Selling multiple products

Module 12 : CREATING A BLOG

USING WORDPRESS FOR CREATING A BLOG
Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments.
Easily build a blog on WordPress
Customizable, Mobile-ready designs and themes
With hosting and support from wordpress.

Module 13 : MEDIA Buying & Selling

MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. It is generally done on a CPM. Why should you definitely use Media Buying for your business? Benefits and Advantages. Profitable Media Buying Campaign from Start to Finish. Media buying and selling websites. Setting up your first Media Buying Ad Campaign. Tracking your Ad Campaigns Testing, Optimizing and Scaling. How to have a successful Media Buying Campaigns. Covering Case Studies & Eye Opening Facts Of Media Buying, Planning, And Selling.

Module 14 : Ecommerce Business

ECOMMERCE BUSINESS MARKETING
Anatomy of ecommerce site, Ecommerce platforms, Market Vs Audience, Woo commerce. Ecommerce business profits. Methods for running a successful Ecommerce Learn the different methods for earning your customers' trust, like developing an attractive website, having safe and easy payment forms, and displaying good content. Online marketers differ from traditional marketers, because they are not hired by agencies to form a brainstorming group for creating marketing campaigns. Learn the Techniques of Launching an Profitable Ecommerce Business Site.

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Module 15 : VIRAL Marketing -#Tag

1. Introduction to **HASHTAGS**
2. How to Use Hashtags for Your Business
3. How to Create Hashtags - The Basics
4. Research Trending Hashtags
5. Find Hashtags Related to the Main Keyword
6. Hashtags on Twitter for lead generation

Freelancing Techniques - New Module

Module 16 : LIST Building Techniques

LIST BUILDING TECHNIQUES

Introduction To Your List Building Tools
How To Design Your Squeeze Page For Maximum Conversions
Split Testing Your Squeeze Pages
Setting Up Your Broadcast Schedule
Launching Your List Building Campaign
List Building Resources - A Swipe File
Conclusion

Module 17 : WhatsApp Digital Mktg

1. Whatsapp Marketing for Business
2. Communicate better using texts, images, audio and video
3. Increase audience engagement
4. Reinforce credibility by providing immediate customer support
5. Build long-term-relationships & create loyal brand advocates
6. Evoke prompt customer response by proper CTA utilization

Module 18 : LIVE STREAMING

Boost Your Business using Live Streaming. Learn how to use it for your marketing needs. Easy-to-understand step by step approach.

1. Learn to use Live Streaming for Online Branding
2. Configuring Broadcast settings
3. Different types of Broadcast
4. Create a Scope
5. Promote & Interact with your Viewers

Module 19 : LEAD GENERATION BIZ

Generating Leads is like the cheese of online marketing. Every businessman wants leads to his business and if you looking for the same, this training series will teach you how to get lots of leads from all directions.

1. Learn to use Live Streaming for Online Branding
2. Configuring Broadcast settings
3. Different types of Broadcast
4. Create a Scope
5. Promote & Interact with your Viewers

Module 20 : WEBINAR MARKETING

WEBINAR MARKETING & BENEFITS

Logistics, Direct interaction, launch feedbacks, webinar tools & services. Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many. Learn - Why you should definitely use Webinar for your Business – amazing benefits. Learn to Apply the Top Webinar Marketing Tools and Services.

Module 21 : Top #5 Digital Marketing Tools

Learn the Tools you need to get your online business up & running

#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management
#2 TOOL LEARN an Image Manipulation Program
#3 TOOL Create Professional looking Newsletters & MAIL Responders
#4 TOOL Make beautiful Videos using your photos & videos using Special Effects
#5 TOOL Learn a LEAD Generation Tool - to get more Conversions

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ADMD COURSE IS IDEAL FOR :

- MBA Marketing & Marketing heads
- Media Advertising Professionals
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- Business Development Managers
- Free-lancers, Bloggers & Web Designers
- Graduates, Job & Career Seekers

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