

🕸 +91-9434791121

© +91-7063718655

## Why Digital Marketing?

contact@infocrabs.com

From almost 0% in 2005 to 40% in 2020, Digital has become an integral part of Marketing budgets and will soon overtake all other traditional channels of Marketing. With the demand for digital marketers outweighing the supply, professionals skilled in digital strategy, consumer behaviour, content distribution, and social media are in high demand. This program aims to bridge that gap and create industry-ready candidates.



#### **Overview**

The programme is focused on providing in-depth knowledge in digital and social media marketing & analytics strategy that would help in planning, implementing and measuring the digital and social media marketing activities to create awareness, and ultimately drive sales.

## Who is this program for?

- \* Freshers looking to make a career in Digital Marketing
- \* Entrepreneurs looking to get an in-depth understanding of Digital Marketing
- \* Manager/ Executives looking to upgrade their skills in Digital Marketing

#### **Course Structure**

- Introduction To Digital Marketing
- Website Planning And Creation
- Agenda For The Lesson
- Validating Your Business Idea
- Technical Terms
- How To Choose A Domain Name
- How To Purchase A Domain Name
- Hosting Setup And Wordpress Installation
- Site Not Secure Error How To Resolve
- Wordpress Tutorial
- Divi Theme Tutorial

# **Graphic Design For Business**

- Canva Tutorial
- PixIr Tutorial

## **Search Engine Optimisation**

- How Search Engines Work
- SEO Basics
- On Page Optimization
- On Page Optimization Demo
- Off Page Optimization
- Do Follow Links Vs No Follow Links
- How To Build Backlinks
- Link Building: Building Social Bookmarking Links
- Building Links: Directory Submission Sites
- Building Image Links
- Building Q&A Links
- Google Algorithm Updates
- Off Page SEO Live Demo
- Guest Posting I Most Important Off Page SEO Technique

# **Blogging**

- Introduction To Blogging
- Wordpress Blogging Coming Up With Titles And Content For Your Blog
- Tips On Creating A Successful Blog
- Blog Marketing Demo
- How To Make Money From Blogging

# **Google Analytics**

- Google Analytics Introduction
- Wordpress Integration And Analytics Basics
- Views And Filters
- Creating Goals In Analytics
- Google Analytics Reports
- User Management
- How to Attend Google Certification Exams
- How To Easily Clear Google Analytics Exam
- Google Analytics Question Bank
- How to Download Google Analytics Certification
- Google Analytics Assignment

## **Google Search Console**

- Google Search Console Lesson Agenda
- Creating An Account And Adding A Property
- Site Performance or Search Analytics
- URL Inspection Fetch As Google
- Links, Mobile Usability, Manual Actions
- Rich Snippets Structured Data
- Rich Snippets Demo

#### **Google Ads**

- Google Ads Introduction
- How Google Ads Work
- Google Ads Account Creation
- Google Ads Keyword Research
- Keyword Match Types
- Google Search Ads
- Ad Extensions
- Dynamic Search Ads
- Google Display Ads
- Google Remarketing Ads
- Gmail Ads
- Google Ade Conversion Tracking

- UUUYIE MUS CUITVETSIUIT TTACKITTY
- Google Video Ads
- Google Shopping Ads
- Google App Campaigns
- How To Take Google Ads Certification Exams
- How To Easily Clear Certification Exams
- Google Ads Fundamentals Question Bank
- Google Search Ads Question Bank
- Google Display Ads Question Bank
- Google Video Ads Question Bank
- Google Shopping Ads Question Bank
- Google Search Ads Assignment
- Google Display Ads Assignment
- Google Video Ads Assignment
- Google Shopping Ads Assignment

#### **Bing Ads**

- Introduction To Bing Ads
- Creating Bing Ads Account
- Organizing Your Account
- Campaign Budget
- Location And Language Settings
- Keyword Match Types
- Bing Keyword Research Tutorial
- Ad Targeting
- Ad Extensions
- How to attend Bing Ads Exam
- Bing Ads Question Bank

## **Social Media Marketing**

- Facebook Ads Traffic
- Pixel Setup and Lookalike Audience
- Lead Generation Ads
- Facebook Remarketing Ads
- Facebook Conversion Tracking
- Twitter Research
- Building Twitter Marketing Strategy
- Twitter Ads
- Instagram Basics
- Instagram Post Types
- Instagram Ads
- Youtube Marketing Tutorial
- Youtube Ads
- LinkedIn Marketing Introduction

## **Email Marketing**

- Introduction and Best Practices
- MailChimp Tutorial
- Gmass Tutorial
- Email Outreach: Find Anyone's Email Address

## **Content Marketing**

- Content Marketing Introduction
- Content Marketing Strategies

#### **Mobile Marketing**

- Mobile Marketing Introduction
- Mobile Marketing Live Demo
- Setting Up Google AMP and Facebook Instant Articles
- Whatsapp Marketing

#### **Ecommerce - Building Online Store**

- Introduction to Ecommerce
- Alibaba, Aliexpress and Indiamart
- Finding Products To Sell
- Woocommerce Setup
- Categories & Adding Product Automatically
- Adding Product Filters
- Integrating Payment Gateway

## **Online Reputation Management**

- Introduction To ORM
- 5 Best Tools For ORM
- How To Handle Negative Reviews

# **Affiliate Marketing - (Making Money)**

- Affiliate Program Flipkart
- Affiliate Program vCommision
- Affiliate Program Amazon
- Amazon Affiliate Practicals

# **Freelancing Career**

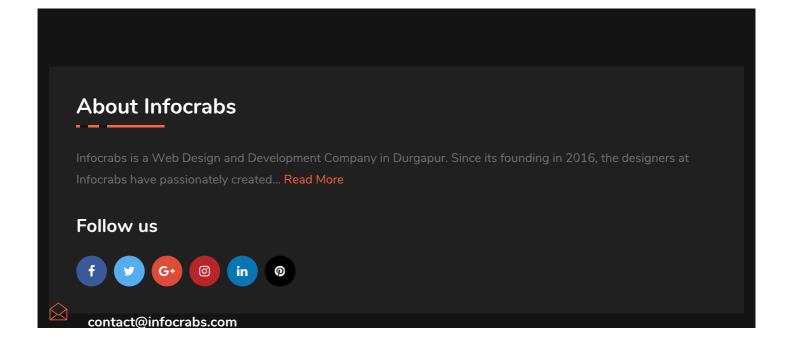
- Profile Creation
- Specialised Profiles
- Finding Jobs
- Submitting Proposals
- Success Factors and Your First Few Jobs
- How to win jobs on Freelancing Sites?
- Completing Jobs Successfully
- Making Money With Freelancing

#### **Premium Wordpress Tools And Themes**

• Elementor Plugin

#### **How You Benefit From This Program**

- Earning methods to earn 50-80k/ month
- Certificates from Google Microsoft & SEMRush
- 100% Practical Handling on every topic
- Counselling based onyour skills and preference
- Complete this program while you work



Email us	
+91-7063718655, 9434791121 Give us a call	
Useful Links	
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Get in Touch	
- <del></del>	
A-9, Maulana Azad Sarani Non-Company Housing Estate, City Center, Durgapur, West Bengal 713216	
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