

Deep Digital Media

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Search Engine Optimization

Module 1

Internet & Search Engine Basics

Importance of Internet Marketing
Basics of Search engines and Directory
Google Search Engine Architecture
Google Algorithm Updates
Panda Update and its Importance
Understanding the SERP
Google Webmasters Tools

Module 3

On Page Optimization

Onsite Optimization Basics
Domain Names in SEO
Website Structure and Navigation
Title Tag Optimization
Meta Tags Optimization
Copywriting and SEO Copywriting
Header Optimization
Anchor Links Optimization
Image Tag Optimization
Footer Optimization
Creating an html & xml sitemaps
Sitemap Generation Tools
URL Rewrite Techniques
Using Robot.txt
Black Hat SEO techniques
301 & 302 redirects
Canonical tag

Module 5

Google Analytics Reports

Introduction to Google Analytics
Installing Google Analytics
Basics of Google Analytics
Visitors Reports
Geographic Reports
Traffic Sources Reports
Keywords Reports
Goals and Conversions

Module 6:

Module 2

Keywords Research and Analysis

Introduction to Keyword Research
Business Analysis
Types of Keywords
Keyword Research Methodology
Keywords Analysis Tools – Adwords Tool
Competition Analysis
Preparing a Keyword List for Project
Localized Keywords Research

Module 4

Off Site Optimization

Submission to search engines
Linking Building Methodology
Types of Linking Methods
Free Links / Paid Links
Directory Submissions for SEO
Local Business Listing
Classifieds Posting
Forum Signatures and Commenting
Using Blogs for SEO
Blog Commenting
Writing a Press Release
Article Submissions
Video Submissions
Social Media Optimization
Social Networking Concepts
Social Bookmarking

Module 7

Local Business Listing

Importance of Local listing
Submission to Google Places
Google Places Optimization
Reviews and Citations

Module 8

SEO TOOLS

Working Disavow tools
Keyword Density Checker

Social Media Optimization (SMO)

Introduction to Social Media

Social Media Strategy

Facebook

Profiles, Places, Groups and Pages

Social media and communications strategy

Open Graph, Frictionless sharing

Facebook Connect (Like, Share, Comment)

Facebook Pages Creating, Managing, Retention

Facebook Apps

GOOGLE +

Setting Social Objectives

Social Strategies & Tactics for Google+

+1 s & Sharing

Integration with your site

Promoting a Brand on Google +

Tools

URL Shortening Tools

Linkedin

Introduction to Linkedin

Creating the right profile & settings

Increasing reach and visibility

Linkedin Groups

Answers, events, messaging & testimonials

Twitter

Intro to Micro blogging & Twitter

Twitter Demographics

Use for reputation

Promotion, sales, conversions

Measuring Influence

Search Engine Marketing (SEM)

Module 1

Intro to AdWords

AdWords Basics

How Ads are Displayed

Account Structure

Defining Google's Networks

Ad Groups and Keywords

Introducing Ad copy

Writing Compelling Ad copy

Ad group structure, Example Ad groups

Keyword match types

Negative keywords

Ad Words keyword tools

Effective Ad copy

Create compelling Ad copy

Dynamic Keywords Insertion

Display & Destination URL's

Building tractable destination URL's

Product Extension Ads

Ad preview tools

Ad copy types & Testing Ideas

Tips for increasing CTR

Module 2

Landing Pages

where should we send the traffic

Dedicated landing pages

Landing pages - Above the fold

Landing pages concepts: Load time

Designing the perfect Form

Module 3

Quality Scores

What is Quality Score

Quality Score factors,

Identifying Quality Score problems

How to increase your Quality Score

What is AdRank,

How to Calculate Ad Rank

Location Targeting

Why Geographic targeting

Searchers location - Google View

Local Business Extensions

Module 4

Google AdWords Editor

Introducing the Adwords Editor
AdWords Editor live Demonstration

Goal Setting- Conversion Tracking

Determining Business Goals
What is conversion tracking & types
Installing Adword conversion tracker Script
ROI Calculation

Video Marketing

Major Advantages of video marketing
How to create a video campaign
YouTube targeting methods
Types of YouTube Ads
Reporting and Analysis

Google Display Network

Choosing Display keywords
Display network keyword tools
Placement targeting
GDN Reporting
Site & Category Exclusion
CPM Bidding
Demographic Bidding
Topic targeting
Where is my Ad
Bidding Methods

OverView

Max CPC bidding
Enhancement CPC bidding
Setting Initial Bidding
Setting new bids by exposure
Setting new bids by ROI
Estimated Conversion Rates

Remarketing

Remarketing: The Basics
Introducing Audiences
Basic interface walk through
Determining your list
Implementing remarketing Campaigns

Module 5

Shopping Campaign

Shopping Campaign Setup
Google merchant center
Product Groups, Ad formats
Reporting and Analysis

Ad Word Tools

Change History
Conversions
Traffic Estimator, Placement Tools
Contextual targeting tools
Ad preview & Diagnosis
My client center
Adword Certification Exam

Bing Ads

What is Bing Ads
Campaigns and Ad groups
Importing Campaigns
Writing an effective Ad
Ad Extensions
Bing Ad Targeting
Campaign Optimization

Social Media Marketing (SMM)

Facebook/Linkedin/Twitter Advertising
Values of Display on Facebook
Facebook Ad Manager
Plan a Campaign, Generate Creatives
Campaign and Ad Groups
Targeting by Region
Demographics & Interesting
CPC Vs CPM
Measure Performance
Advanced Reporting

Email Marketing

Emile Service Providers (ESP's)
Planning and delivering Email Campaigns
Online Customers acquisitions
Encouraging Web Visitors to subscribe
Crafting effective registration processes
Customer retention strategies
Choosing frequency schedules
Creating Effective Email Campaign
Inbox delivery
Analyzing test results
Important laws on email marketing

Mobile Marketing

Introduction to mobile marketing
Mobile marketing, Definitions
Components of mobile marketing
Mweb & Apps
Push & pull SMS
Campaings Typs
Introduction to WAP
CPD,CPI,CPA/CPL Types

Google Analytics – Web Analytics

Google Analytics Setup
Installation techniques
Campaign tracking & Analysis
Goals and funnel, Custom reporting
Reporting and Analysis
Advanced Filters

Content Marketing

Introduction to content marketing
Content marketing Strategy
How to promote/publicize your content
Content marketing benefits
Microsites/webinars/Online Events

Online Reputation Management

Introductio to ORM
Why business needs online reputation
ORM strategy, Case studies of brands
How to create branding for a business
Five stars at customers review sites
Responding to negative reviews
Reducing negative reviews
Blogging for brand control
Social networking meets ORM

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