

CERTIFIED PROFESSIONAL DIPLOMA IN DIGITAL MARKETING



CERTIFICATIONS OPTIONS AVAILABLE



**SEMRUSH
ACADEMY**

DIGITAL MARKETING EDUCATION & CERTIFICATION

ABOUT DIGITAL MARKETING

A digital marketing course provides comprehensive knowledge and skills needed to succeed in the ever-evolving online marketing landscape. The course typically covers key areas such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, affiliate marketing, and online public relations. Students learn how to create and execute marketing strategies, optimize websites for search engines, analyze consumer behavior, use analytics tools to track performance, and create effective online campaigns. The curriculum also includes insights into the use of digital platforms like Google Ads, Facebook, Instagram, and LinkedIn for business promotion. Additionally, the course may cover the fundamentals of e-commerce, mobile marketing, and the latest trends in artificial intelligence and automation. The course is ideal for marketers, entrepreneurs, and businesses looking to harness the power of the internet to reach and engage with their target audience effectively. Many digital marketing programs offer hands-on experience, case studies, and real-world applications, allowing learners to gain practical knowledge and stay ahead of digital trends.

BENEFITS OF DIGITAL MARKETING

- 1. Wider Reach:** Expands your audience globally, 24/7.
- 2. Cost-Effective:** More affordable than traditional marketing.
- 3. Targeted Marketing:** Allows precise audience targeting based on various factors.
- 4. Measurable Results:** Track and analyze campaign performance in real time.
- 5. Improved Customer Engagement:** Enables direct interaction with customers, building loyalty.
- 6. Flexibility and Scalability:** Easily adjust and scale campaigns as needed.
- 7. Higher Conversion Rates:** Optimized strategies lead to better customer conversion.
- 8. Increased Brand Visibility:** Enhances online presence through SEO and social media.
- 9. Access to Real-Time Data:** Provides instant feedback for timely adjustments.
- 10. Competitor Analysis:** Enables monitoring and adapting to competitors' strategies.

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MODULES

- Search Engine Optimization
- Social Media Optimization
- Search Engine Marketing
- Affiliate Marketing
- Email Marketing
- Content Marketing
- Ecommerce Design & Development
- Web Designing

SEARCH ENGINE OPTIMIZATION (SEO)

1. Internet & Search Engine Details

- What is Internet Marketing?
- Importance of Internet Marketing
- Types of Internet Marketing Methods
- How does the search engine work?
- Understanding the SERP
- Using Search Operators
- Google Search Engine
 - Architecture
 - Google Algorithm Updates
 - Page Rank Technology
 - Panda, Penguin & Hummingbird Update
 - Latest Updates about SEO Algorithms

2. Basics of Website Designing

- Html
- CSS
- IFRAME
- Domain
- Web Hosting
- Servers

SEARCH ENGINE OPTIMIZATION (SEO)

3. Blogging On Web 2.0 (Practical)

- WordPress

4. Keywords Research And Analysis)

- Introduction To Keyword Research
- Types Of Keywords
- Keyword Research Methodology
 - Keywords Analysis Tools
 - Business Analysis
- Competitor Analysis
 - Preparing A Keyword List For Project

SEARCH ENGINE OPTIMIZATION (SEO)

5. On-Page Optimization

- What is SEO
- Importance Of Domain Names
- Website Structure & Navigation Menu
- **Optimization**
- Title Tag Optimization
- Meta Tags Optimization
- SEO Content Writing
- Existing Web Content Optimization
- Page Speed Optimization
- Anchor Links Optimization
- **Internal Link Strategy**
- Iframes / Frames Effects On SEO
 - Use Of Robots.Txt
- Sitemap Creation Of XML/Html/Text
 - 301 & 302 Redirection
- Image Tag Optimization
- Footer Optimization

SEARCH ENGINE OPTIMIZATION (SEO)

- Canonical Tag Implementation
- 404 Page Optimization
- Heading Tags
- URL Optimization
- Bread Crumb
- Schema & Rich Snippets
- Hidden Links
- Cloaking
- Doorway Pages
- Keyword Stuffing
- Landing Page Optimization
- Broken Links
- Pagination in SEO
- HTML Validation Using W3C
- Onsite Optimization Basics (Quick Overview)

6. Off-Page Optimization

- Introduction To Offsite Optimization
- Submission To Search Engines
- Link Building Methodology

SEARCH ENGINE OPTIMIZATION (SEO)

- Types of Links
- Directory Submissions
- Social Bookmarking
- Local Business Listing (Google Mapping/Listing)
- Classifieds Posting
- Forum Posting, Signatures, And Commenting
- Using Blogs For SEO
- Blog Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- Social Media Optimization Techniques (Basics)
- RSS Feeds Submissions
- Tracking The Links And Page Rank
- RSS Submission
- Q&A Submission
- Black Hat & White Hat SEO
- Online Reputation Management

SEARCH ENGINE OPTIMIZATION (SEO)

- PPT & PDF Submission
- Black Hat / White Hat
- Alexa Insights
- Link Exchange
- Two & Three Way Link Building

7 Google Webmasters

- a. Adding Website & Verification Process
- b. Site Dashboard & Messages
- c. Search Appearance
 1. Structured Data
 2. Data Highlighter
 3. HTML Improvements
 4. Sitelinks
- d. Search Traffic
 1. Search Analytics
 2. Links to Your Site
 3. Internal Links
 4. Manual Actions

SEARCH ENGINE OPTIMIZATION (SEO)

5. International Targeting

6. Mobile Usability

e. Google Index

1. Index Status

2. Content Keywords

3. Blocked Resources

4. Remove URLs

f. Crawl

1. Crawl Errors

2. Crawl Stats

3. Fetch as Google

4. robots.txt Tester

5. Sitemaps

6. URL Parameters

7. Security Issues

8. Other Resources

9. Google Disavow Tool

10. Bing Webmasters Set-Up

SEARCH ENGINE OPTIMIZATION (SEO)

8 Google Analytics with Certification

- a. Introduction To Google Analytics
- b. Key Components Of Web Analytics
- c. Why Choose Google Analytics?
- d. Setting Up Google Analytics
- e. Reporting
 - Dashboards
 - o Private
 - o New Dashboard
 - Shortcuts
 - Intelligence Event
 - o Overview
 - o Daily Event
 - o Weekly Event
 - o Monthly Event
- f. Real-Time
 - Overview
 - Location Traffics
 - Sources Content

SEARCH ENGINE OPTIMIZATION (SEO)

- Event
- Conversions

g. Audience

- Overview Active
- Users Cohort
- Analysis
- Demographics
- Interest
- Geo
- Behaviour
- Technology
- Mobile
- Custom
- Benchmarking
- User Flow

h. Acquisition

- Overview
- All Traffic
- Search Engine Optimization

SEARCH ENGINE OPTIMIZATION (SEO)

- Social
- Campaigns

i. Behaviour

- Overview
 - Behaviour Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - Site Speed
 - Site Search
- Event
- Publisher
- Experiment
- In-Page Analytics

j. Conversions

- Goal
- Ecommerce
- Multi Channels Funnels
- Attribution

SEARCH ENGINE OPTIMIZATION (SEO)

9. Reports and Management

- Website Position Analysis
- Introduction To Google Analytics
- Installing Google Analytics Basics
- Of Google Analytics Visitors
- Reports Geographic Reports
- Traffic Sources Reports
- Keywords Reports Goals And
- Conversions Live Project
- Exposure Bing Analytics Set-Up

10. Google SEO Guidelines &

Updates

- Mirror Pages
- Keyword Density
- Keyword Proximity
- Keyword Prominence
- Link Juice
- Link Baiting

SEARCH ENGINE OPTIMIZATION (SEO)

- Link Wheel Keyword Mapping
- LSI KEI Inbound and Outbound
- Links Google Lore - Hilltop
- Florida, Big Daddy Domain
- Authority Google Sandbox
- Crawling, Indexing And Caching
- Mouse Trapping Link Choose
- Link Farming Hallway Matt
- Cutts Keyword Stemming
- Google Dance Click Fraud Link
- Partner Orphan Pages

11. Exposure on Live Projects

- SEO Activity on Fresh Domain
- Competitor Analysis
- Performing On-Page & Off-Page Activity
- Optimizing Keywords & Monitoring Ranking
- Link Building on Targeted Keywords
- Driving Traffic
- Increasing Organic Clicks

SOCIAL MEDIA OPTIMIZATION (SMO)

1. Introduction to SMO

- Social Media Optimization (SMO)
- What is social media?
- How can social media help my business?
- Social Media Training: The Big Picture
- Conversations, relationships, word of mouth, and transparency
- The key Social Media tools and networks
- Establishing your online identity and message
 - The consolidated approach
- Social Media Training: Blogging
 - Why should you blog and What should you blog about
 - The main types of blog
 - Research methods for writing quality, timely content
 - Engaging your audience with video
- Social Media Training: Making best use of specific Social Media platforms
- An introduction to Social Media

SOCIAL MEDIA OPTIMIZATION (SMO)

2. Facebook

- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don'ts about creating a business profile on Facebook.
 - How it works – the basics
 - Etiquette on Facebook
- Getting your message across on Facebook
 - Building your brand on Facebook

3. Twitter

- Audience Targeting and Segmentation
- Competitive Intelligence
- Engagement Pattern Analysis
- Optimized Content Development
- Conversation Marketing
 - Twitter Advertising
- Comprehensive Keyword And Hashtag Analysis
 - Gender, Location And Keyword Targeting

SOCIAL MEDIA OPTIMIZATION (SMO)

4. LinkedIn

- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics
- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn

5 Google Plus Marketing

- What is Google Plus
- Features
- Tools and Techniques of Google Plus
- Creating Profile and pages
- Social Strategies and Tactics for Google+
- Integration with your site
- Google Plus: Circles | Hangout | Stream
- Google Plus for Business

SOCIAL MEDIA OPTIMIZATION (SMO)

6 Video Marketing

- How to work with your
- YouTube audience
- YouTube Ad Formats Supported
- Analytics & Insights
- Video Manager
- YouTube Video Dashboard
- Video Bidding CPV(Cost Per View)

SEARCH ENGINE MARKETING (SEM)

1. Introduction to AdWords and PPC

- What is Google AdWords?
- Overview of Search Engine Marketing & Online Advertising
 - Direct Response vs. Branding in Online Advertising
- About Google and Google AdWords
- How AdWords Targets Audiences
- AdWords Costs and Payments
- Basic AdWords Features - Ad Formats
- Terms to Know
- What is Pay per Click Marketing?
- Importance & Benefits of PPC
 - Other Pay-Per-Click Providers

2. WHAT IS KEYWORD RESEARCH?

- Diff between SEO & PPC keywords
 - Keywords popularity, Search Volume
- Categorize Keywords in Ad groups
- Keyword Types: Broad, Exact, Phrase

SEARCH ENGINE MARKETING (SEM)

3. Common AdWords and PPC Terms

- Placement
- Image
- Campaign & Ad Group
- Click
- What is "Click-Through-Rates" CTR
- What is Impression (Impr.)?
- What is "Cost/Conversion"?
- Cost Per Action (CPA)
- What is Tracking Code?
- Conversion Rate Optimization (CRO)
- Cost-per-click (CPC)
- Maximum cost-per-click (maximum CPC)
- Cost-per-thousand impressions (CPM)
- Quality Score
- First page bid estimates
- Optimization

SEARCH ENGINE MARKETING (SEM)

4. Getting Started with AdWords

- Signing up for AdWords
- Creating an AdWords Account
- AdWords Account Access
- Activating an AdWords Account
- Creating Accounts for Others (MCC)
- Hiring Someone to Manage Your Account

5. AdWords Account and Campaign Basics

- Introduction to AdWords Account Management
- Key Concepts of AdWords Account Management
- Managing Client Accounts
- AdWords Editor
- AdWords Account Structure
- Navigating an AdWords Account

6. Create Effective Ads Ad Groups

- Measurement of Title, Desc, URL,
- Ad that produce better ROI Using Ad Ext

SEARCH ENGINE MARKETING (SEM)

7. WHAT IS BIDDING?

- WHAT IS A QUALITY SCORE?
 - Quality Score and CTR
 - How Quality Score Effect on Bids?
 - How to Increase Position on Search?
- Bid Ad position/ Bid Management
- User Define bids/Automatic Bids
- Importance of bidding techniques
- Competitor s Analysis for bidding

8. WHAT IS LANDING PAGE?

- Ads versus Landing Page
- Optimize your landing pages
- Use 'Calls to Action'/Cost/Conversion

9. Campaign Management Account

How to set up PPC Campaign

PPC Campaign Navigation

Search Network

SEARCH ENGINE MARKETING (SEM)

- Display Network
- Shopping
- Video
- Universal app campaign
- Ad Preview & Diagnosis
- Negative Keywords

10. Ad Groups Segment

- Time
- Conversion
- Network(with search partners)
- Click type
- Device
- Experiment
- Top vs Other
- +1 annotation
- View types
- Filter
- Graph
- Campaign Reporting
- Campaign Comparison

SEARCH ENGINE MARKETING (SEM)

11. Campaign Setting

- Location
- Device
- Budget
- Ad schedule
- URL Options

12. Ads

- Automate Section
- Labels

13. Keywords

- Bid Strategy
- Automate Keywords
- Auction Insights

DIGITAL MARKETING

1. AFFILIATE MARKETING

- Introduction and getting started
- Know your Audience
- Maximizing effects from your efforts
- Connections and Communications
- Legal and Ethical Considerations
- Case Studies

2. MOBILE MARKETING

- Mobile Marketing Orientation
- Usability
- Building Mobile Presence
- Mobile Advertisement
- App Marketing
- App Monetization
- Measuring Success

DIGITAL MARKETING

3. EMAIL MARKETING

- Email Marketing – the pros and cons
- The Top 10 things you can do with email
- Permission and E-permission marketing
 - Defining your goals
- E-marketing strategies
- Planning and delivering email campaigns
- Choosing your metrics
- Working with email templates
 - Choosing colors and fonts
 - Thinking about navigation
- Landing page optimization
 - AB Testing
 - Dashboard
 - Reporting

4. APP STORE OPTIMIZATION

- Keyword Research
- Description Optimization
 - App Screenshots

DIGITAL MARKETING

- App Video Demo
- App Landing Page
- App Website App Reviews App Store Report
- Forum Announcement
- Online Ad Networks

5. CONTENT MARKETING

- An introduction to content marketing
- What can content marketing do for you?
 - The good, the bad, and the ugly
- Why you need a data-driven strategy
- Defining your key metrics
 - How to do topic research
 - How to be engaging
- Successful competitor analysis
 - Attracting and utilizing influencers

DIGITAL MARKETING

5. Multimedia, interactive and rich content

- What makes a good headline
- Writing for digital platforms
- What you need from a content calendar
- Successful digital PR
- How to promote your content

6. ECOMMERCE DESIGN AND DEVELOPMENT

- Introduction to eCommerce as a concept
- Elements of eCommerce design
- Critical factors to eCommerce success
- Payment Gateway Integration

WEB DESIGNING

1 JAVA SCRIPT

2 JQUERY

3 HTML

- Overview of HTML5
 - The Canvas API
- Scalable Vector Graphics in HTML5
 - Understanding Geolocation API
- Working with Forms API
- Communications API in HTML5
- Working with WebSockets
- Working with Web Workers
- Working with Drag-and-Drop
 - Using Storage APIs
- Offline Web Applications with HTML5

WEB DESIGNING

4. CSS

- Introduction to CSS3
- Basic Selectors
- Working with Sizes, Colors & Files
- Styling Text
- Web Fonts
- Background, Borders & Shadows
- Gradients without Images
- Advanced Selectors
- Lists and Navigation Menus
- Exploring Generated Content
- Transforms and Transitions
- Animating Elements with Keyframes
- Styling Tables
- Elements Positioning
- Working with Layouts
- Multi-Column Layouts with CSS3
- Dealing with Cross Browser Layouts
- Media Queries
- Print CSS3

CAREER OPPORTUNITIES

- **Digital Marketing**
- **Manager PPC/SEM Expert**
- **Digital Director Social**
- **Media Executive SEO**
- **Executive/Expert Content**
- **Marketer Analytics**
- **Manager**

FACILITIES OFFERED

- Practical Training on Live Projects
- Complete Placement Assistance
- Interview Preparation
- Global Certification
- Fully functional labs
- Online / Offline Training
- Study Materials
- Expert Level Industry Recognized Training

OUR RECRUITERS



AND MANY MORE....