

Deep Digital Media

Contact: 8309480154, Email Id: info@deepdigitalmedia.com

www.deepdigitalmedia.com

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

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

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 6

Local Business Listing

Importance of Local listing
Submission to Google Places

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

Module 7:**Google Webmaster Tool**

Google Places Optimization
 Reviews and Citations

Module 8**SEO TOOLS**

Working Disavow tools
 Keyword Density Checker
 Other SEO Tools

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

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

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 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

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 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)

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

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

Remarketing

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

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
Campaigns Typs
Introduction to WAP

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

Introductionto 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

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

Deep Digital Media

Address: 1st Floor, Above Renu designers, beside Malabar gold, Road no 5, KPHB, Colony,
Hyderabad, Telangana 500085

Phone: 8309480154, Email:info@deepdigitalmedia.com

www.deepdigitalmedia.com