

# Digital Marketing



DIGITAL MARKETING  
CERTIFIED ASSOCIATE  
TRAINING PROGRAM

# Digital Marketing Certified Associate Program

**Title:** Digital Marketing Certified Associate Program  
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**Web:** [www.ipsr.edu.in](http://www.ipsr.edu.in)

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# SEO CERTIFICATION PROGRAM

PART - 1

**Introduction to Digital Marketing (Common for all Part).....**

- What is marketing? .....
- How we do Marketing?.....
- What is Digital Marketing? .....
- Benefits of Digital Marketing? .....
- Objectives of Digital Marketing.....
- User Behaviour and Best Practices .....
- Defining Marketing Goals .....

**SEO CERTIFICATION COURSE .....**

**LESSON..... 1**

- 1.) Introduction to SEO .....

**LESSON..... 2**

**On Page Optimization**

- 1.) Research with Google Keyword Planner .....
- 2.) How to Select a Domain Name? .....
- 3.) Page Naming [URL Structuring] and Folder Naming.....
- 4.) Image Naming, Image Title and ALT Tags Creation.....
- 5.) Redirection Tags .....
- 6.) Headings Tags [H1 to H6].....
- 7.) What is Content Writing? .....
- 8.) SEO Friendly Content Writing [Insert keywords in content] .....
- 9.) Anchor Text, Link Title.....
- 10.) Robots.txt file use and creation .....
- 11.) HTML Sitemap creation .....
- 12.) XML Sitemap Creation .....
- 13.) Canonical Links .....
- 14.) Rich Snippets.....
- 15.) Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool) .....

**Lesson ..... 3**

**Off Page Optimization**

- 1.) What are Backlinks? .....
- 2.) Why Backlinks are Important? .....
- 3.) How to Get Backlinks?.....
- 4.) Difference between Do-Follow and No-Follow Backlinks.....
- 5.) What is Google Page Rank? .....
- 6.) What is Domain Authority? .....
- 7.) What is Page Authority?.....
- 8.) How we can improve the Domain Authority, Page Authority, and Page Rank? .....
- 9.) Article Writing and submissions.....
- 10.) Press Release writing and submissions .....
- 11.) Blog Posting and comment writing .....
- 12.) Classifieds posting.....
- 13.) Forum Posting.....
- 14.) Business Listing .....
- 15.) Social Bookmarking.....
- 16.) Social Networking.....

**Lesson ..... 4**

**Search Engine Algorithms**

- 1.) What is Search Engine's Algorithms? .....
- 2.) How Algorithms Works? .....
- 3.) Why a Search Engine needs to update its Algorithm? .....
- 4.) Search Engine Penalties and Recoveries .....
- 5.) Why a Search Engine penalizes a Website? .....
- 6.) What is Google Panda Algorithm?.....
- 7.) What is Google Penguin?.....
- 8.) What is Humming Bird?.....
- 9.) Other Google Updates.....
- 10.) What is Google EMD Update?.....

**Lesson ..... 5**

**SEO Audit / Competitor Analysis**

- 1.) What are SEO Audits? .....
- 2.) Site Analysis.....
- 3.) Complete SEO Audit with Checklist .....
- 4.) Using Google Webmaster Tools .....
- 5.) Using Bing Webmaster Tools.....
- 6.) Backlink Analysis.....
- 7.) Page Speed Audit with GTMetrix / Google Page Speed Insights .....

**Competitor Analysis**

- 1.) What is a Competition Analysis & Why Is It Important?.....
- 2.) How to Perform a SEO Competitor Analysis?.....
- 3.) Identifying Your SEO Competitors .....

**Lesson ..... 6**

**Google+ Business Page**

- 1.) Google Mybusiness Overview.....
- 2.) Important things to consider .....

# 2

## WEB ANALYTICS

PART - 2

**WEB ANALYTICS .....**

**LESSON..... 1**

**Google Webmaster Tools (For Part -1)**

- 1.) How to add a website to webmaster tools.....
- 2.) GWT Dashboard.....
- 3.) How to configure a website .....
- 4.) Sitemaps .....
- 5.) Fetch as Google.....
- 6.) Sitelinks .....
- 7) Search queries .....

**LESSON..... 2**

**Google Analytics (Common for all Part)**

- 1.) What is Google Analytics?.....
- 2.) Installing Google Analytics .....
- 3.) Setting up Goals.....
- 4.) Adding Additional Accounts and Properties.....
- 5.) Viewing Google Analytics Data .....
- 6.) Types of Google Analytics Reports.....
- 7.) Sharing Google Analytics Data .....
- 8.) Google Analytics Custom Campaigns.....



# 3

**SEM CERTIFICATION PROGRAM**

**PART - 3**

# SEM CERTIFICATION COURSE.....

## LESSON..... 1

### SEM Overview

- 1.) Understanding Google search.....
- 2.) Introduction about Google Adwords.....

## LESSON..... 2

### Strategizing PPC Campaigns

- 1.) Setting objectives, goals & expectations.....
- 2.) Google Account Setup .....
- 3.) Interface Tour & Billing Settings .....
- 4.) Formulating account structure.....
- 5.) Effective segmentation of keywords .....
- 6.) Usage of multiple match types.....
- 7.) Campaign Setup .....
- 8.) Ad Group Setup .....
- 9.) Understanding Ad Auction .....
- 10.) Ad Formats .....
- 11.) Ad Guidelines.....
- 12.) Ad Extensions.....

## LESSON..... 3

### Pay Per Click Overview

- 1.) PPC Definition & how it function.....
- 2.) Important Terms - Quality Score, Conversion Rate etc. ....
- 3.) Factors to Improve Quality Score.....
- 4.) Types of CPC's.....

## LESSON..... 4

### Ad Writing Techniques

- 1.) Compelling ads that increase click through rates (CTR) lower costs .....
- 2.) Understanding, Analysing & Improving -Relevance & Quality score .....
- 3.) Improve conversion rates Targeted ads & relevant landing pages .....
- 4.) Ad Preview tool .....

**LESSON..... 5**

**Display Advertising**

- 1.) What is Display Advertising? .....
- 2.) How Display Ads Works? .....
- 3.) Benefits of Display Advertising.....
- 4.) Creating a Display Campaign.....
- 5.) Bidding Strategies.....
- 6.) Keyword Based .....
- 7.) Interest and Remarketing.....
- 8.) Topics .....
- 9.) Demographics.....
- 10.) Ad Formats and Sizes .....
- 11.) Example of Good and Bad Ads.....
- 12.) Display Ad Builder .....
- 13.) Display Planner Tool .....
- 14.) Display Campaign Reporting .....
- 15.) Conversion Tracking .....
- 16.) A/B Testing .....

**LESSON..... 6**

**Bid Management Plan**

- 1.) Understand bidding strategy.....
- 2.) Manual vs. Automated bid management .....

**LESSON..... 7**

**Remarketing in Adwords**

- 1.) Benefits of Remarketing Strategy .....
- 2.) Building Remarketing List and Custom Targets.....
- 3.) Creating Remarketing Campaign .....

**LESSON..... 8**

**Reporting & Analysis**

- 1.) Monitor PPC activity with Google Analytics .....

**LESSON..... 9**

**Effective Landing Pages**

- 1.) Importance of UI/UX design.....
- 2.) Call to Action .....

# 4

## SMM CERTIFICATION PROGRAM

PART - 4

# SMM CERTIFICATION COURSE.....

## LESSON..... 1

### SMM Overview

- 1.) What is Social Media?.....
- 2.) Why care About Social Media?.....
- 3.) Benefits of using SMM .....
- 4.) Social Media Statistics.....
- 5.) Why use Social Media Marketing .....
- 6.) Social Media Strategy.....
- 7.) Impact of Social Media on SEO.....

## LESSON..... 2

### Facebook Marketing

- 1.) Facebook account setup.....
- 2.) Facebook marketing strategy .....
- 3.) Facebook pages for business .....
- 4.) Facebook business page setup .....
- 5.) Types of Business pages.....
- 6.) Types of Posts on Facebook.....
- 7.) Dimensions in Posts.....
- 8.) What you can post on Facebook .....
- 9.) Best Time to Post on Facebook.....
- 10.) Facebook Insights.....
- 11.) Competition analysis .....
- 12.) Facebook Groups .....
- 13.) Facebook Live .....

## LESSON..... 3

### Facebook Advertisement

- 1.) Introduction to Facebook Ads .....

- 2.) Ads Manager and Power Editor.....
- 3.) Facebook Pixels .....
- 4.) Facebook Custom Conversions.....
- 5.) Types of Facebook Audiences .....
- 6.) Facebook Lead Ads.....
- 7.) Events and Even Response Ads.....
- 8.) Getting Likes and Boosting Posts.....

**LESSON..... 4**

**Instagram Marketing**

- 1.) Instagram Overview .....
- 2.) Instagram Terms .....
- 3.) Personal Instagram vs. Instagram Business Profile .....
- 4.) Instagram business account.....
- 5.) Advertising on Instagram .....
- 6.) Instagram Growth Tactics .....
- 7.) Instagram Stories .....

**LESSON..... 5**

**Pinterest Marketing**

- 1.) What is Pinterest?.....
- 2.) Background of Pinterest.....
- 3.) How to use Pinterest.....
- 4.) Two types of Pinterest account.....
- 5.) Difference of Personal and Business Pinterest Account .....
- 6.) Rich Pins.....
- 7.) Pinterest SEO.....

**LESSON..... 6**

**LinkedIn Marketing**

- 1.) LinkedIn Overview .....
- 2.) Benefits of LinkedIn Network .....
- 3.) Create a LinkedIn profile .....
- 4.) Optimizing the profile .....
- 5.) Skills and Endorsements .....
- 6.) Recommendations in LinkedIn.....
- 7.) Creating new connections.....
- 8.) Posting content in profile .....
- 9.) LinkedIn Groups .....
- 10.) Creating company page .....
- 11.) Posting in LinkedIn Page .....
- 12.) Advertising in LinkedIn .....

**LESSON..... 7**

**Youtube Marketing**

- 1.) Youtube Overview .....
- 2.) Advantages in Youtube.....
- 3.) Creating Channel in YouTube .....
- 4.) Youtube Interface.....
- 5.) Youtube Profile .....
- 6.) Youtube settings.....
- 7.) How to upload a video on Youtube .....
- 8.) Creator Studio .....
- 9.) Creating Channel in YouTube .....

**LESSON..... 8**

**Special Session**

- 1.) How to Make Money on Social Media? .....



# 5

## E-MAIL MARKETING

PART - 5

# E-MAIL MARKETING .....

## LESSON..... 1

### E-Mail Marketing

- 1.) What is E-mail Marketing? .....
- 2.) Importance of E-mail Marketing.....
- 3.) Popular E-mail Marketing Software's .....
- 4.) Introduction to Mail Chimp.....
- 5.) Account setup and settings.....
- 6.) E-mail marketing strategy .....
- 7.) Import subscribers in list.....
- 3.) Types of Email marketing campaigns.....
- 4.) Creating an Email Campaign.....
- 5.) What is Newsletter?.....
- 6.) Design a Newsletter .....
- 7.) Reports.....

# 6

**CERTIFICATION**

**PART - 6**

# CERTIFICATIONS .....

<b>IPSR CERTIFICATION .....</b>	<b>1</b>
<b>GOOGLE ADWORDS CERTIFICATION .....</b>	<b>2</b>
<b>ADWORDS SEARCH CERTIFICATION .....</b>	<b>3</b>
<b>ADWORDS DISPLAY CERTIFICATION .....</b>	<b>4</b>
<b>VIDEO ADVERTISING ADVANCED CERTIFICATION .....</b>	<b>5</b>
<b>GOOGLE ANALYTICS CERTIFICATION .....</b>	<b>6</b>
<b>HUBSPOT CERTIFICATION .....</b>	<b>7</b>



# 7

## COURSE BENEFITS

PART – 7

## **COURSE BENEFITS .....**

<b>PRACTICAL EXPERIENCE ON LIVE PROJECTS.....</b>	<b>1</b>
<b>FREE MARKETING TOOLS.....</b>	<b>2</b>
<b>100% JOB ASSISTANCE.....</b>	<b>3</b>
<b>FREE PLACEMENT KIT WORTH RS. 10000/-.....</b>	<b>4</b>
<b>(Include Value added services like Aptitude &amp; Soft Skills Training, Resume Preparation etc.)</b>	
<b>CLASSES FROM INDUSTRY EXPERIENCED FACULTIES.....</b>	<b>5</b>

# 8

**WHY IPSR?**

**PART – 8**

**WHY CHOOSE IPSR .....**

**18 YEARS OF EXPERIENCE AND EXPERTISE IN DELIVERING IN IT TRAINING & SERVICES ..... 1**

**EXPERIENCE DIGITAL MARKETING SPECIALISTS AS TRAINERS ..... 2**

**PLACEMENT SUPPORT AND A JOB PORTAL WITH 1100+ CLIENTS INCLUDING UST  
GLOBAL, WIPRO, TECH MAHINDRA ETC. .... 3**

**WINNER OF IT EDUCATIONAL EXCELLENCE AWARD ..... 4**

**BAGGED 24 AWARDS FROM REDHAT WITHIN 14 YEARS ..... 5**