



# Advance Digital Marketing Diploma (ADMD) Fees : 27,550

## Advance Search Engine Optimization - SEO | Google Webmaster | ORM Online Reputation Manage

**ON-PAGE OPTIMIZATION**

- Meta Tags Optimization
- Canonical Tag Implementation
- SWOT analysis of website
- Heading Tags in Contents
- Link Title Tag / Title Tag Imp
- Description tag importance
- Content of webpage
- Image Optimization
- Image Alt Tags
- Google Sitemap Creation
- Google Sitemap Submissions
- Web Page Weight / Rank
- Keyword Research & Analysis
- Keyword Proximity
- Keyword Density
- Internal Link Building
- Internal Link Structure

**OFF-PAGE OPTIMIZATION**

- Footer Keyword Optimization
- Robots file Optimization - Anchor Text
- URL renaming/re-writing
- Website Audit
- Submission to Search Engines
- Directory Submission
- Deep Linking / - InBound Links
- Blog & Article writing, Forums
- Press Release Submission
- Article Submissions/ Classified subm
- Directory Links :
- One Way Link Building / Two Way /
- Three Way Link Building
- SITE MAPS - XML Sitemap
- Copyscape& Duplicate Content Issues
- Coding Standards /Usage of all Tags
- W3C Validation
- Free Backlink Creation.

**Google Webmaster**

Adding a Site/Verifying Configuration/Geographic Health/Crawl Errors

Crawl Stats/Google Fetch/ Traffic

You will learn how to use Google's Webmaster Tools to index your website, check the robots, sitemap. It helps google in listing your website on the search engine, and helps get leads and traffic to your website. You will learn how to **setup & link webmaster tools account**, you will learn to add a sitemap, check for crawl errors..etc

- XML Sitemap - Competitor Analysis
- HTML, Logo and its Importance
- Copyrighting - Call to Action

**ORM- Online Reputation Management**

- Blog Creation/Submit/Ping Blog
- RSS Feeds

ORM basically influences the reputation of an individual's or business's. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and over lap the negative complaints or using SEO tactics to influence results and much more.

**Fees: Rs. 24,550**  
**All Inclusive**  
**Installments**  
**Rs. 13000 x 2**

## INFOGRAPHICS CONTENT MARKETING

are a visually compelling communication medium that done well can communicate complex data in Why Include Infographics in your Content Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking .An infographic that is linked and compelling by its nature will drive traffic to your website. "Infographics" is one efficient way of combining the best of text, images and design to represent complex data that tells a story that begs to be shared.

## SOCIAL MEDIA MARKETING - SMM [PPC]

- ✓ YOU TUBE Mktg**  
Video optimization  
Using YouTube  
Social Bookmarking
- ✓ FACEBOOK MARKETING**  
Create Mktg St  
How to Promote facebook pages  
How to Advertise on facebook(PPC)  
Creating FAN-Page for Business  
Setting up Campaigns  
Creating Advertisements  
Managing & Promoting Posts  
Targetting the Right Audience  
In-page Analysis / Analytics
- ✓ LINKEDIN**  
Marketing on LinkedIn  
Advertise on LinkedIn  
Using LinkedIn for business
- ✓ Slideshow**
- ✓ Pinterest**  
Content sharing  
Using business review sites.
- ✓ Google Plus**  
Using Google Plus for Businesses
- ✓ Twitter Marketing**  
Using twitter for business

## GOOGLE ADWORDS [PPC]

**PPC TRAINING INTRODUCTION**

What is Pay per Click Marketing  
Importance & Benefits of PPC  
Other Pay-Per-Click Providers  
What is Google AdWords ?  
How to set up PPC Campaign  
Google Adword Networks  
Search- Searching on Google (.Com, .in, .ph etc.)  
Search Partners- (AOL, Earthlink, Powered by Google, Site Search)

**SET-UP PPC CAMPAIGN**

Google Adword Account Structure  
PPC campaign Navigation  
Use Multiple Account  
What is "Click-through-Rates" CTR  
What is Impression?  
What is "Cost/Conversion" ?  
What is Tracking Code?

**WHAT IS KEYWORD RESEARCH ?**

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

**CREATE EFFECTIVE ADS AD GROUPS**

Measurement of Title, Desc URL,  
Ad that produce better ROI  
Using Ad Ext.  
Adwordwrapper.com

**WHAT IS BIDDING ?**  
**WHAT IS QUALITY SCORE ?**  
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

**WHAT IS LANDING PAGE ?**  
Ads versus Landing Page  
Optimize your landing pages  
Use 'Calls to Action'/Cost/Conversion

**DISPLAY NETWORK CAMPAIGN**  
(Creating Image/Video /Text/Flash Banner)  
Navigation through Menus  
Home/Campaigns/Opportunities/  
Tools & Analysis, Billing, My Account  
Using Remarketing(DisplayNetwork)  
Using MCC (My Client Centre)  
Linking Existing Adwords with MCC

**MOBILE MARKETING**  
**VIDEO MARKETING**  
**MERCHANT CENTRE**  
**CAMPAIGN PERFORMANCE REPORTS**  
Keywords Performance Reports  
Ad /PPC Campaigns Tools  
**✓ GUIDANCE & SUPPORT FOR GOOGLE CERTIFICATION**

## GOOGLE ANALYTICS

**Intro. to Web Analytics**  
What is Web Analytics  
Purpose of analytics in Internet Marketing  
**Admin Interface**  
Setting up an accounts and Web properties  
Managing account / users  
**Google Analytics Interface**  
Home Tab /Realtime Data Dashboard  
Widgets / Dashboard  
Intelligent Events  
Interface Feature  
Date selection  
Exporting reports  
Customizing dashboards  
Emailing reports

**Advertising Analytics**  
Adwords data analysis  
Keywords/Positions  
Traffic Sources  
Overview of Traffic sources  
Sources / Direct Search  
Organic / Keywords Analysis  
Paid / Referral  
**SEO (Webmaster Tools)**  
Social /Content Analysis  
Site content /Speed/Search  
Events /Experiments  
Inpage Analytics  
**CONVERSION Tracking**  
Goals  
Calculating the ROI  
Custom reporting

## Email Mktg

Electronic marketing is directly marketing  
**Create Newsletter Design Creative Emails.** It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Traffic Leads Increase

## AFFILIATE MARKETING & ADSENSE

Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online and get paid. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing only from the experts.

**GOOGLE ADSENSE**

Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing?  
After the Intro of AdSense in year 2001, a platform by Google through which **you can earn money by placing ads** on your blog/website.

## MOBILE APP MARKETING

MOBILE APP MARKETING industry is booming. Marketing on Mobile apps is a very important marketing tool that you are taught. There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform for your product or services.



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9833900330 / 9892081903