



# ADVANCED DIGITAL MARKETING

[WWW.OPTIMIZEINDIA.COM](http://WWW.OPTIMIZEINDIA.COM)

DIGITAL MARKETING | SEO | GOOGLE ADWORDS(PPC)

SOCIAL MEDIA MARKETING | GOOGLE ANALYTICS



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## ABOUT US

We, at Optimize India, share a common goal of enabling India with the power of Digital Advancement. With up to date training structure and latest technology we will make sure that all of our trainees have the knowledge and skills to take India to the top of the Global Digital Map. And how are we going to achieve that – The answer is simple however we will expect the same level of commitment from our students towards the sessions and getting certified from the global leaders in Search Engines like Google.

Our Institute offers the most affordable digital marketing courses in India→ We have training centre and partner offices located near HSR Layout, BTM Layout, Jayanagar, etc. in Bangalore and Guwahati, India. For offshore candidates, we also have schedules booked for online classes.

Advanced Digital Marketing Courses including SEO, Google Adwords(PPC), Social Media Marketing, Google Analytics, etc.

**Locations:** Bangalore & Guwahati, India.

**Batches:** Morning, Evening and Weekends

Strength Per Batch Max. 10 Students.

Complete Classroom Training with Live Projects.

# OUR COURSES

## Advanced Search Engine Optimization

### • On Page SEO

- o Importance of On Page
- o Understand Keywords and Types
- o Website Analysis Tools
- o Effective use of Meta Title & Description
- o URL Structure, Canonicalization & Permalinks
- o Alt Tags & Image Optimization
- o Build a Killer Content
- o Sitemap HTML & XML
- o Create and Update Sitemap XMLs
- o Understand Robots.txt
- o Implement SEO Real time
- o Latest 2018 Techniques & Tools

### • Google Webmaster Tools

- o Integrate Search Console
- o Steps to Index a website
- o Remove Broken Links
- o Index Status
- o Fix Crawling Errors

### • Off Page Techniques

- o Create an Off Page Strategy
- o Generate Quality Backlinks
- o Directory Submission
- o Social Bookmarking
- o Effective Content Marketing
- o Web 2.0 Submission
- o Create Blogs
- o Business Listings
- o Guest Posting
- o Article Submission
- o Press Release
- o Competitors Backlink Research
- o Top Industry Tools

## Social Media Marketing

### • Facebook Marketing

- o Business Page Creation
- o Publish Effective Posts
- o Like Generation Techniques
- o Groups and Events
- o Facebook Insights
- o Facebook Pixel Tracking
- o Different Types of Campaigns
- o Instagram Concepts

### • LinkedIn Marketing

- o What is LinkedIn
- o Importance of LinkedIn
- o Business Page Creation
- o Campaign Concepts

### • Twitter Marketing

- o Evolution of Tweet
- o Latest Concepts
- o Twitter Business Page Creation
- o Campaign Concepts

## Pay Per Click - Google Adwords

### • Search Network

- o Keyword Research and Types
- o Campaigns & Ad Groups
- o Keyword Tools
- o Ad Formats and Extensions
- o Understand CPC, CPA, ROAS, etc.
- o Bidding and Targeting
- o Call Only Ads
- o Negative Keywords
- o Location Targeting
- o Ad approval process

### • Display Network

- o What is Display Advertising
- o When to choose Display Network
- o Search Google Partner Sites
- o Image vs. Video Ads
- o Google Sponsored Ads
- o Best use of Placements
- o Concepts of Video Ads
- o Create Live Display Ads

## Other Modules

### • Google Analytics

- o Why Analytics and its importance
- o Set up Google Analytics
- o Integrate Google Analytics in Web Platforms
- o Generate Reports
- o Easy understanding of Data
- o Real time reports
- o Traffic sources and Acquisition

### • Email Marketing

- o What is Email Marketing
- o Email Etiquettes
- o Tips to reach Primary folder
- o Top Email Marketing Tools
- o Create & design Template
- o Mass Emailing to subscribed list.

### • Affiliate Marketing

- o What is Affiliate Marketing
- o How Affiliate works
- o How to earn money from website
- o Tips to get Google AdSense approved
- o Different Affiliate Platforms

## Certifications Offered:

- Institute Certificate
- Google Adwords Certificate
- Google Analytics Certificate
- Facebook Certificate(optional)
- Internship Certificate(optional)