



# Mecatredz Technology

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## Digital Marketing Training Syllabus

Visit Our Official website : [www.mtechnologies.org](http://www.mtechnologies.org)



## Introduction to SEO

- What is Search engine optimization?
- History of Search Engines?
- How is SEO important in digital marketing?
- How is search engine important for companies?
- How can search engine impact the brand and sales of a company?
- How does search engine algorithm work?
- Components of a search engine?
- Different types of a search engine?
- Operators used in search engine
- Updates of SEO

## Google Webmaster tools

- Website submission and verification
- Sitemaps creation and submission
- Robot.txt
- Crawls stats and Errors
- Link removal

## Keyword and Competitive research

### On-page

- Google website guidelines
- Fundamental On-page Factors
- Site speed analysis
- Url optimization
- keywords
- meta tags
- Meta title tags
- Meta descriptions
- Anchor tags
- Header optimization
- Footer Optimization
- Word Press SEO
- H1,H2,H3 Tags Optimization
- Image optimization

### Off-page



- Link building techniques
- Link building
- What domain authority?
- What is page rank
- Web directory submission
- Social Book markings
- Forum submission
- Article submission
- Forum commenting and signature
- Blog creation
- Blog commenting
- Classifieds submission
- Press release submission
- Web 2.0
- Guest posting
- Google algorithm updates
- SEO reports

#### Local SEO :

- Local business listing
- Importance of local listing
- Submission of Google places
- Google Places optimization
- Business reviews
- Reports
- SEO Tools

#### SEM(Search Engine marketing/ppc/Ad words )

- Introduction to Paid Marketing
- Google Ad Words account Set-up
- Types of Campaigns
- PPC Campaign Setup
- Bidding strategies
- Ad Rank, Quality Score Optimization
- Ad Words Ad Formats
- Ad Extensions
- Shopping Campaigns
- Ad Extensions
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Ad Words tools & techniques
- MCC Account
- Ad Words Editor Tool



- Conversion tracking
- Ad Words certification exam

### Social Media Marketing & Optimization

- Introduction to social media marketing
- Facebook marketing
- Introduction to Facebook
- Facebook Page
- Facebook Groups
- Facebook advertising
- YouTube marketing
- Twitter marketing
- Twitter overview
- Twitter deck
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing

### Email Marketing :

- Email Marketing Overview
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Tool and Softwares
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters and pop-ups
- Types of Email Marketing Campaigns
- Reports and analysis
- Email marketing spam filter techniques
- A/B testing

### Google Analytics

- web analytics set-up
- Tools for website analytics
- Google Analytics tools
- Basic terminology and KPI's
- Reporting and Analysis
- Goals and Funnels
- Advanced Filters
- Segmentation

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## Affiliated Marketing and AdSense

- Affiliated marketing introduction
- Affiliated Marketing Tools strategies
- Types of affiliated programs
- High paying Affiliated platforms
- Affiliated Marketing Structure
- What is ad sense
- How to generate income from Affiliated marketing and Ad sense

## Content Marketing

- Blog Marketing
- Article Marketing & promotion
- Cross promotions
- How to effectively market content
- Call to action via content
- Guest blogging
- Content Marketing Tools

## Online Reputation Management

- What is reputation management
- Why reputation management is Important?
- Online reputation management Tools
- ORM strategies