



**Vibrantick**  
INFOTECH SOLUTIONS



**ONLINE TRAINING**

# Digital Marketing

## Course Curriculum



[www.Vibrantick.in](http://www.Vibrantick.in)



# On Page SEO

1. Introduction to SEO
2. On Page
3. Meta Tags
4. Header Tags
5. Canonical Tags
6. Anchor Tags
7. Image Optimization
8. Robots txt Optimization
9. Website Auditing
10. Site Maps
11. Registering Domain & Hosting
12. SEO Reporting



1. Types of Link Building
2. Directory Submission
3. Article Submission
4. Press Release Submission
5. Social Bookmarking
6. Guest Blogging
7. Profile Creation
8. Content Creation
9. Competitor Research
10. Paid SEO Tools & Softwares
11. SEO Reporting
12. Work on Live Projects



# Social Media Marketing (SMM)

1. Introduction to Social Media
2. Developing a SMM plan
3. Facebook Marketing
4. Twitter Marketing
5. LinkedIn Marketing
6. Pinterest Marketing
7. Slideshare for business
8. Instagram & Hashtag Marketing
9. Content Creation
10. YouTube Marketing & Monetization
11. Tools for SMM impact
12. Competitive Analysis
13. Community Management
14. Social Media Audit
15. Work on Live Projects





# Search Engine Marketing (PPC)

1. Google Ads
2. Google Ads account structure
3. Overview of Various Ads
4. Different types of Bid Strategy
5. Types of Ads Extensions
6. Keywords & Finding relevant Ads group options
7. Creating Ads on Google Ads
8. Search Campaign
9. Display Campaign
10. Tracking Performance/ Conversion Of Google Ads
11. Re-marketing on Google Ads Campaign?
12. YouTube Ads
13. Shopping Ads
14. Mobile App Ads
15. Remarketing
16. Creating Reports
17. Work on Live Projects



# Google Analytics

1. Introduction to Google Analytics
2. Installing Analytics Website
3. Use of Dashboard Elements
4. Creating Custom Dashboard
5. Analyzing Site Speed
6. User Search Terms
7. Analyzing Content Statistics
8. Event Tracking Installation
9. Audience (Demographics, Bounce Rate, Engagement)
10. Filter Traffic & IP
11. Goal & Funnel Setup
12. E-Commerce Conversion Tracking
13. Linking Search Console & Analysis
14. Spam, Ghost Traffic Filter
15. Building Reports
16. Work on Live Projects





# Google Adsense

1. Rules and policies of Adsense
2. Overview of SEO to help you in increasing the traffic on your website
3. Types of Ads like text, image etc
4. Assessing the Ads Performance
5. Customizing the advertisements
6. Effective placement on website to attract more audiences
7. Allow or block unnecessary advertisements
8. Reviewing and customizing Ads preferences
9. How to make money through Adsense
10. Tracking profits online
11. Creating Reports



1. Introduction to affiliate marketing
2. How to choose affiliate program
3. How to choose niche (the trending)
4. Keyword Research
5. Create SEO friendly website
6. Get paid traffic from top Ad networks
7. Choose great domain name & hosting
8. Create awesome landing pages
9. Create content for your product
10. PayPal integration
11. PPC, PPM & PPA to increase sale
12. How to make your list for free
13. How to automate your earning for lifetime





# Email Marketing

1. Introduction to Email Marketing
2. Responsive Corporate Email Templates
3. Browser Compatibility Testing
4. High Inbox Delivery
5. Bounce Rate Management
6. Report Generation



1. ORM Strategy Development
2. Online Reputation Campaign
3. Rebuilding Brand Image
4. Responding Negative Reviews
5. Social Media Reputation Management
6. Online Monitoring/ Brand Monitoring
7. Engaging with customers
8. Building positive links
9. Reputation Management Tools
10. Sentiment Analysis
11. Reporting





# WhatsApp Marketing

1. Whatsapp marketing for business
2. Communicate better using texts, images, audio and video
3. WhatsApp for Business
4. Getting Started
5. Whatsapp Calls
6. Whatsapp Chat
7. Whatsapp Contacts
8. Whatsapp Web
9. Using whatsapp as business owner
10. WhatsApp Automation Tools
11. How to use whatsapp marketing
12. Marketing Scenarios
13. Growing your contacts





# Blog Creation



1. How to set up free blogging
2. How to choose a blog topic
3. How to write captivating content
4. How to make money from your blog
5. How and why you should network with other bloggers
6. How to use social media to widen your audience
7. How to make effective use of images and other visual media
8. Safety and security issues

1. Plan Your Content Strategy
2. Create Content
3. Distribute & Promote Content
4. Optimize Website UX & Landing Pages
5. Measure Impact
6. Website Content
7. Blog writing & Guest Posting
8. SEO Copywriting & Proofreading
9. Articles & Press Releases
10. Products & Services Reviews
11. White Paper Creation



# Mobile Marketing

1. Intro to mobile marketing
2. Create mobile apps & website
3. Distribute your mobile app
4. Business on location-based platforms
5. QR codes for quick access
6. Create mobile apps
7. Mobile friendly content
8. Tools for mobile friendly audit





# Display Advertising

1. Digital Display Marketing
2. Key Digital Display Concepts
3. Benefits & Challenges of Digital Display
4. Running Effective Ads
5. Ad Formats & Features
6. Campaign Planning
7. Creative Formats
8. Optimizing the Campaign
9. Targeting & Tracking your Campaign
10. Campaign Budget



# App Store Optimization

1. On App Optimization
2. Off App Optimization
3. App Icon Designing
4. App Ratings & Reviews Management
5. Mobile App Ads
6. ASO Audit Report





# Conversion Rate Optimization

1. Strategy Planning
2. Landing Page Optimization
3. High Quality User Experience
4. A/B Testing
5. Heat Map & Click Tracking
6. Detailed Analysis & Reporting





# Google Certification

1. Google Digital Unlocked Course
2. Ads Fundamentals Course
3. Search Advertising Course
4. Display Advertising Course
5. Mobile Advertising Course
6. Video Advertising Course
7. Shopping Advertising Course
8. Analytics Course
9. Tools and Best Practices Course
10. Google My Business Course





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**THANKS**