

DIGITAL MARKETING SYLLABUS :

1. Digital Marketing Overview
2. Search Engine and It's Basic
3. Google Algorithm
4. Domain and Hosting
5. Website Analysis
6. Keyword Research
7. SEO ON Page Activity
8. SEO Concepts
9. SEO OFF Page Activity
10. Google Webmaster Tool
11. Google Analytics Tool
12. SMO Social Media Optimization
13. SMM - Social Media Marketing
14. Social Media Automation
15. Local SEO
16. Google AdWords Training
17. Google AdWords Training
18. Mobile Marketing
19. Content Marketing
20. E-mail Marketing
21. Affiliate Marketing