

Knowledge Hunger

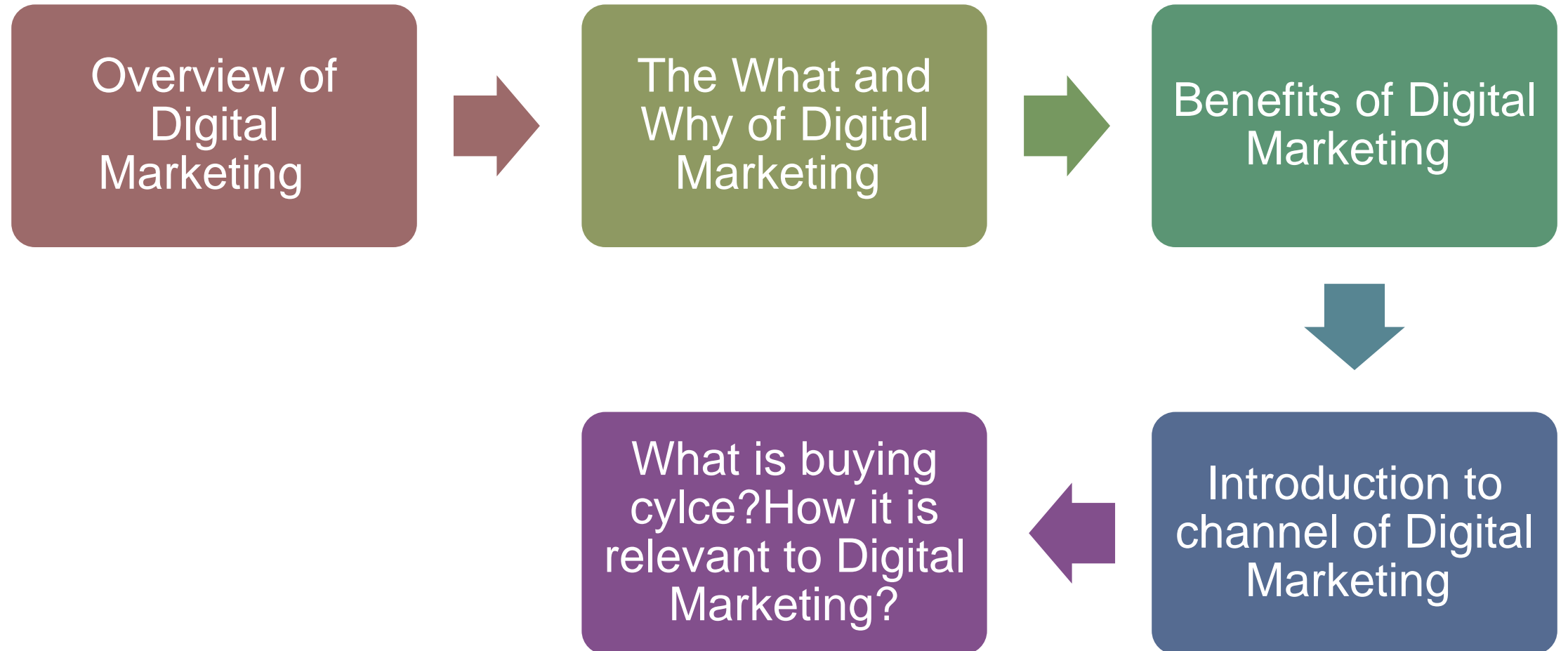


Content

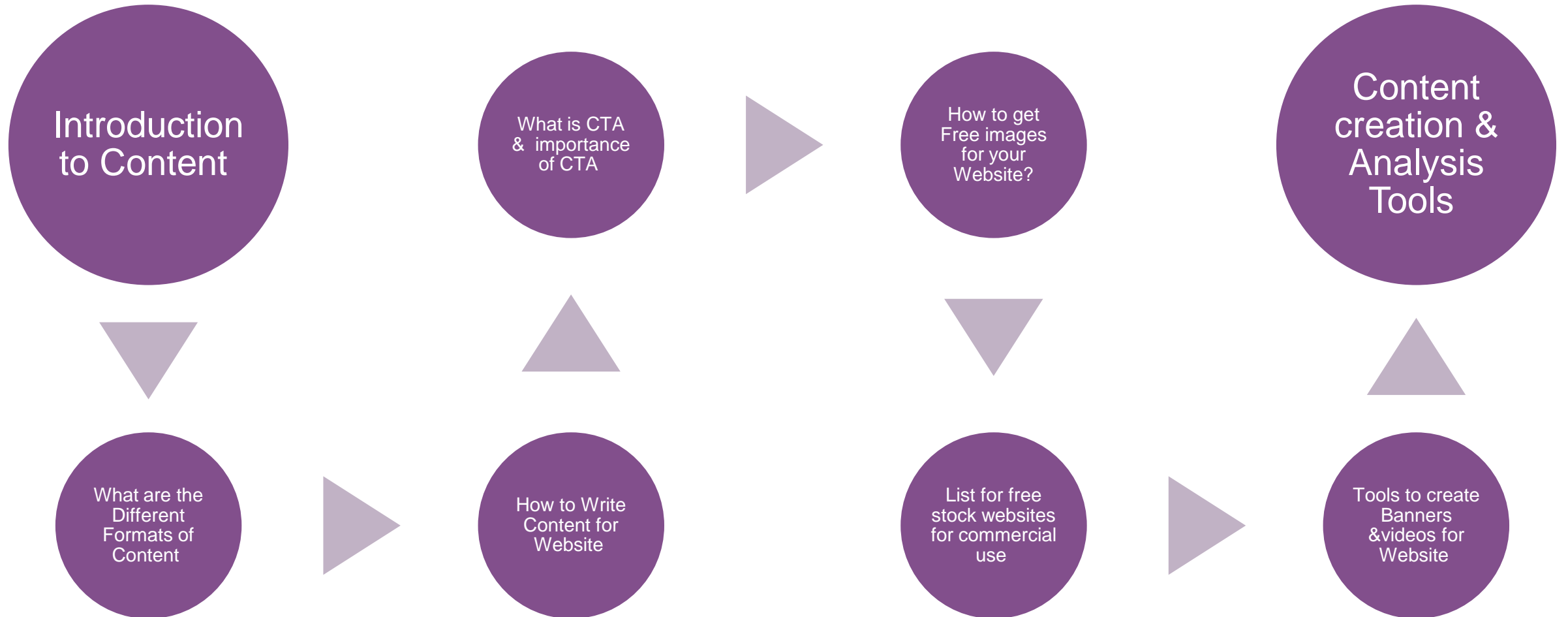


UNLOCK DIGITAL CERTIFICATION	
Chapter	
1	Introduction
2	Content Development & Marketing
3	WordPress Website Development
4	Digital Marketing Strategy
5	Search Engine Optimization (SEO)
6	Google Ads
7	Remarketing
8	Mobile App Advertising
9	ASO(App Store Optimization - App SEO)
10	Social Media Marketing
11	Analytics
12	Email Marketing
13	Blogging
14	AdSense
15	Inbound Marketing
16	Affiliate Marketing
17	How To Get Freelance Work
18	Preparation

Chapter – Introduction



Chapter – Content development & marketing



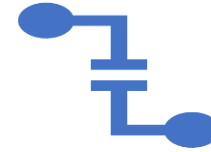
Chapter- WordPress website development

A – Planning

- Introduction to Website
- Difference between Website & Blog
- Importance of Website
- Pre-requisites for a website
- Elements of Website
- Website Layout Planning
- Building a wireframe for the website



B -WordPress Design



C- Design

what is Domain, Sub-Domain, and Hosting

What are TLD's and Domain Extensions

Shared Hosting Vs Dedicated Hosting

What is CMS (Content Management System)?

What are the different types of CMS?

Introduction to WordPress

Free Themes v/s Paid Themes

What are plugins? Importance of plugins

Widgets, Menus, and Settings

How to Customize a Website & Build Layouts

Pages v/s Posts

Difference between Http and Https

Integration of Tracking Tools (Search Console and Analytics)

Chapter - Digital marketing strategy

- Understanding the product
- SWOT Analysis
- Why, what, when and how of the business
- How to identify the platforms
- Identifying the Target Audience
- Allocation of budget
- Identifying the Resources
- Duration of the Campaigns
- Coming up with a Campaign (sales) pitch
- Identifying formats of content
- Planning a calendar
- Analyzing historical data

Chapter - Search engine optimization (SEO)

A-Fundamental of SEO

- Introduction to SEO
- History of the Internet and how it got Started
- Types of Search Engines and How it works
- SEO Techniques
- Different types of SEO
- White hat, Black hat, and Grey hat SEO
- What is Google Crawler/Bot?
- Google Algorithm and its importance
- Understanding webmaster guidelines and use-cases
- On-page SEO and its steps
- What is Page rank and its importance
- Off page SEO and Strategy
- Google Algorithm updates [Penguin, Panda, Hummingbird, Rank brain and more]
- Different types of keywords and the importance of keywords in SEO
- How to do Keyword Research and tools to use
- When and where to use: Transactional keywords & Informational Keywords
- Title Tag, Meta description, Anchor Links, Header tags
- Image and Video Optimization
- What are Backlinks? How to build an effective Backlink Strategy
- Do's and Don'ts of link building
- Universal SEO [YouTube Video Optimization, Image, PPTs, and Audio Optimization]

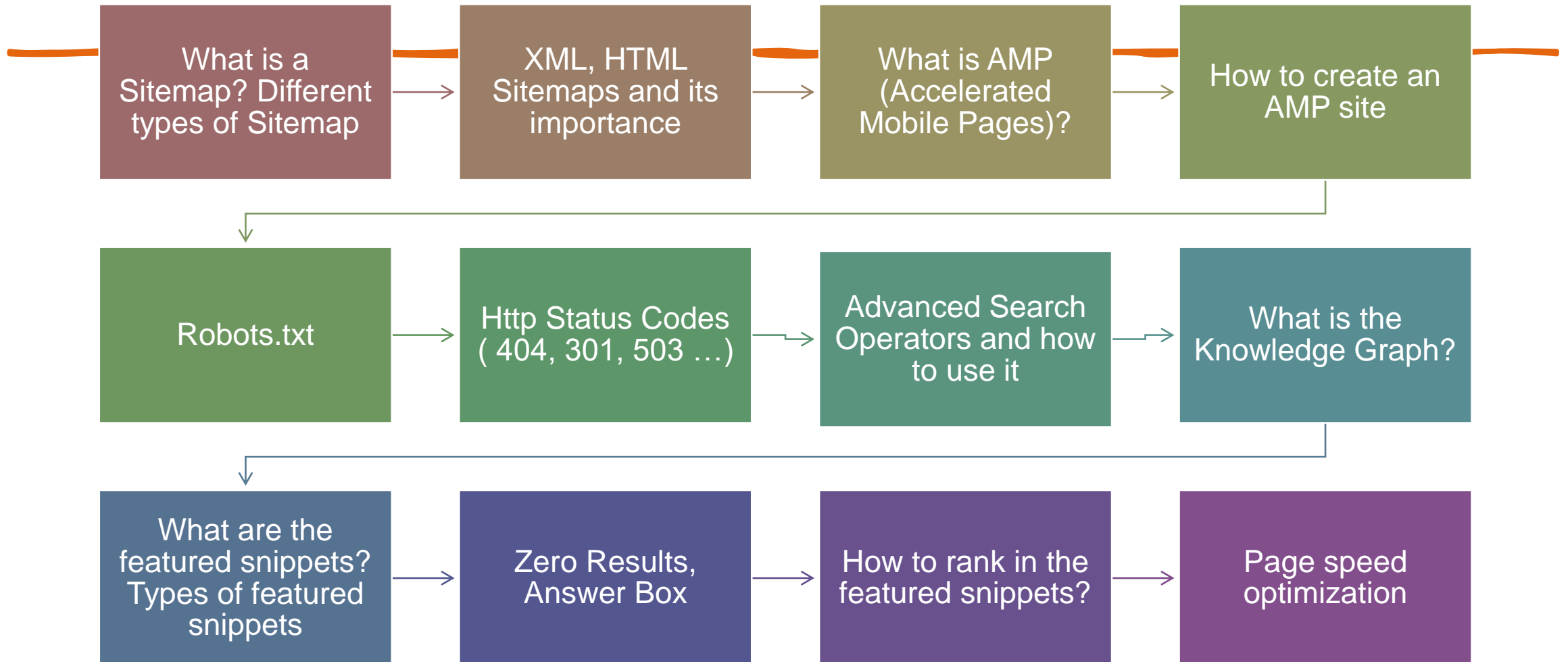
B- VOICE SEARCH OPTIMIZATION



C- Local SEO

- What is Local SEO? How it works
- NAP Listings
- How to optimize a local business
- Business listing on GMB (Google My Business)
- Getting verified on GMB
- Posts, Events & Product listings
- Importance of Google Reviews
- GMB Analytics

D- Advanced SEO



E- Technical SEO

What is Schema markup?

Different types of Schema

How to implement Schema Markup?

What is structured data? Importance of structured data in SEO

Rich snippets, Rich Cards, Carousel

What are Broken links? How to find Broken links?

Search console: The tool & how to use it

Handling AMP errors

Search Analytics and how to analyze the data

What is 301 Redirection? How to implement it?

F- SEO Auditing

What is SEO Audit?

Importance of SEO Audit

How to perform an SEO audit for a website

Manually Auditing a Website (without using tools)

Auditing using Tools

SEO Tools

Ahrefs, Moz, SEMRush, Screaming Frog

Pagespeed Analysis Tools

Competitor Analysis

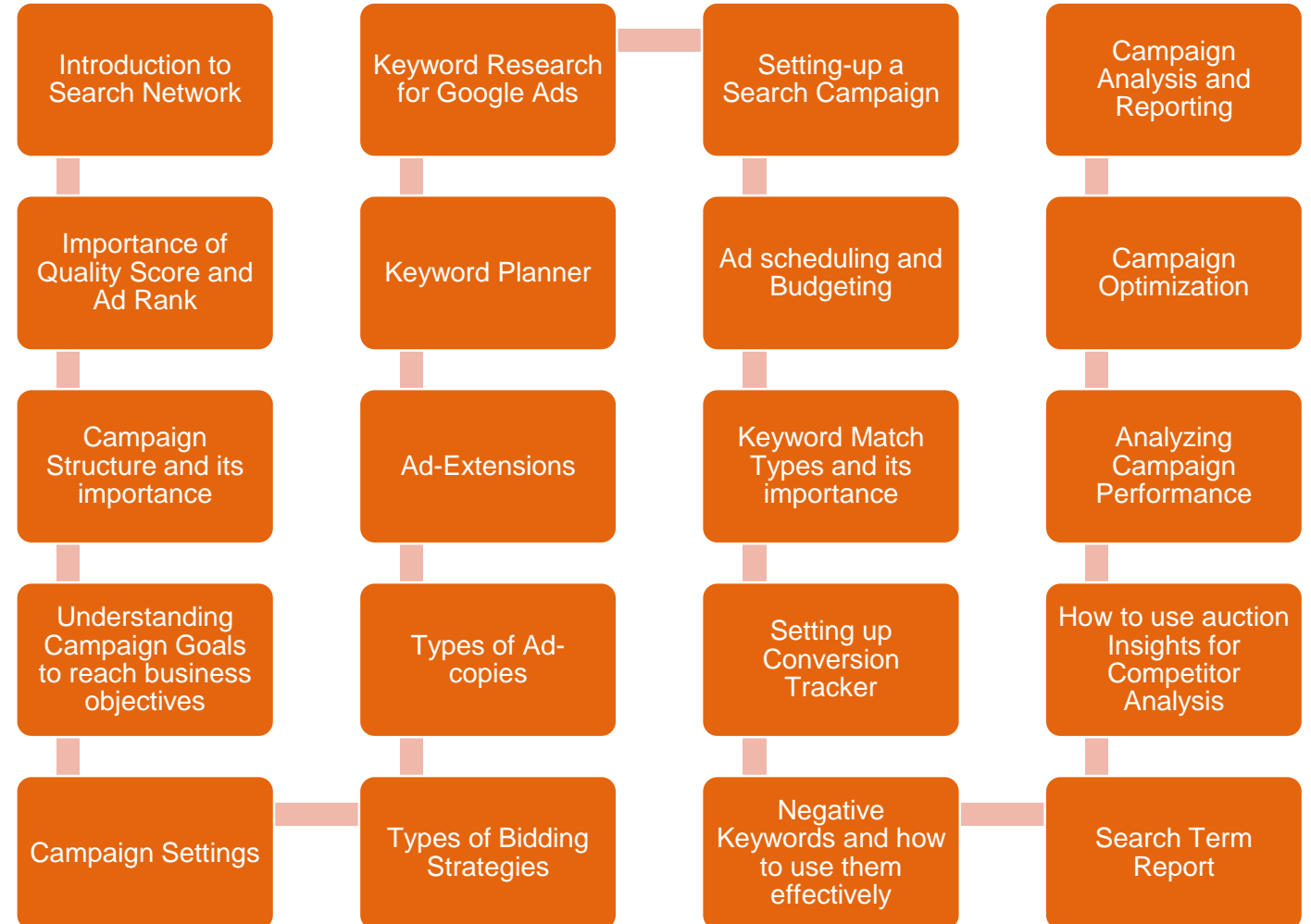
Backlink Analysis for your website and competitor site

SEO Audit Report and best practices

Building an SEO strategy based on Audit Report

CHAPTER – GOOGLE ADS

A- Google Search Advertising



B- Google Display Advertising

Introduction to Display Network

Targeting Options in Display Network

Ad Formats in Display

Campaign goals

Display Ads vs Video Ads

Campaign Settings

Types of Bidding Strategies

Analyzing Campaign Performance

Campaign Optimization

Campaign Analysis and Reporting

C- YouTube Advertising

- Types of Ads on YouTube
- Types of Video Ads
- Skippable v/s Unskippable Ads
- Bidding Strategies
- Campaign Settings and Features
- Campaign Optimization
- Campaign Analysis and Reporting

D- Shopping Ads (E-Commerce Ads)

- What are Shopping Ads?
- Who can do Shopping Ads?
- Benefits of Shopping Ads
- How shopping ads work
- What is a Google Merchant Account?
- Setting-up a Google Merchant Account
- Importance of product feed and how to create and update?
- Setting up Shopping Campaigns
- Campaign Analysis & Optimization

E- Google Smart Campaigns

What are Smart Campaign?

Why Smart Campaigns

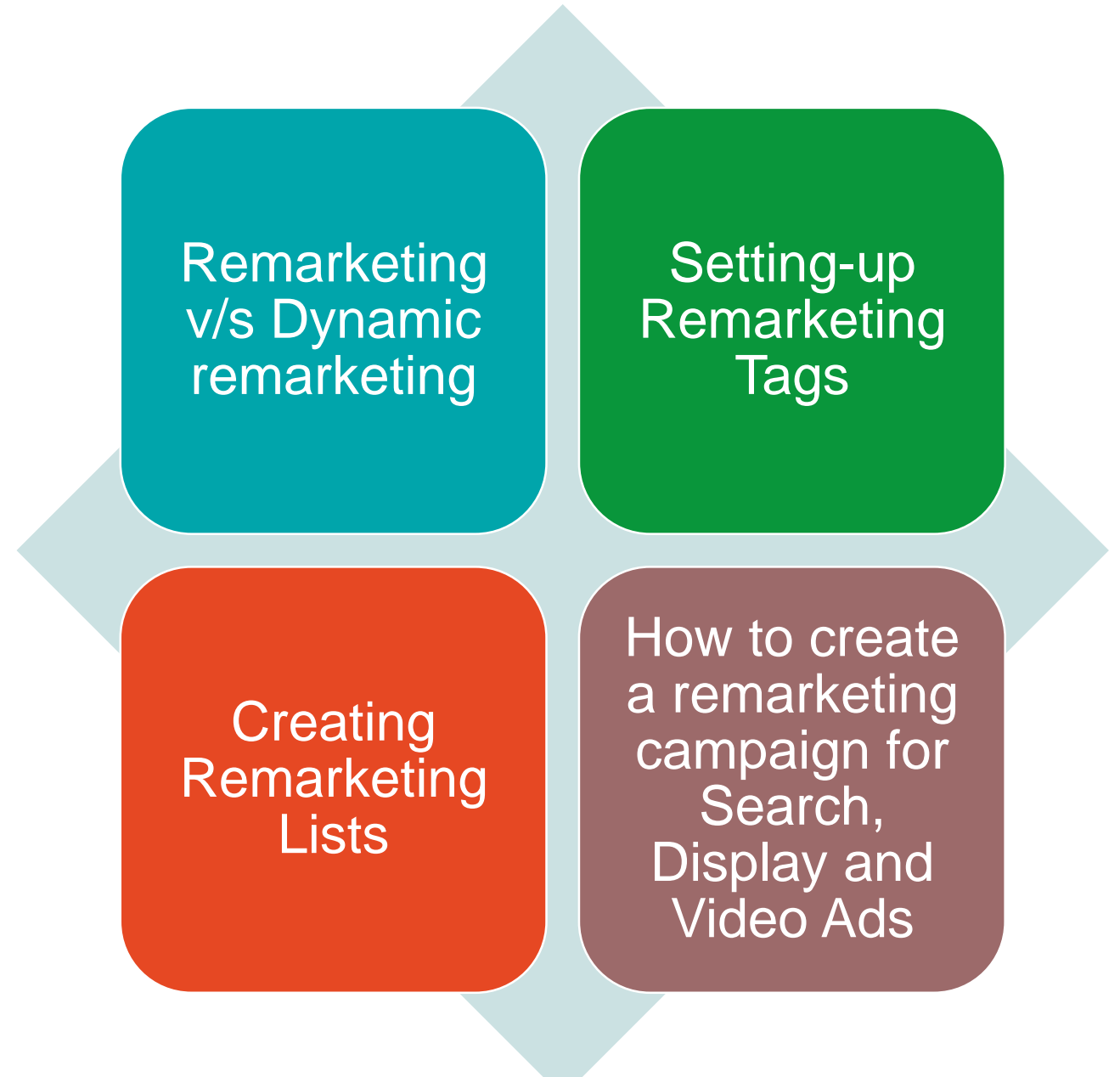
Types of Smart Campaigns

How to set up a Smart Campaign

Who should use Smart Campaigns?

Insights and Reporting

CHAPTER – Remarketing



Chapter – mobile app advertising

- What are the Universal App Campaigns
- Who can do them?
- Setting up the Campaign
- Features of UAC
- How to increase app install through paid campaigns
- How to promote your app on Search, & Display Network & Google Play store
- Campaign analysis and optimization
- Reporting

Chapter – ASO (APP STORE OPTIMIZATION – APP SEO)

- Keyword research
- Consumer behavior
- Pirate metrics
- Hook model
- Google Play search console
- App tools -- App Annie

CHAPTER – SOCIAL MEDIA MARKETING

A- Facebook Marketing

- Facebook History
- How Facebook Newsfeed works (Facebook Algorithms)
- Facebook for Business
- How to optimize Facebook Business page
- What is Facebook custom tabs? How to integrate it?
- Types of Facebook Groups
- Difference between Profile, Page, and Groups
- How to do Facebook Competitor Analysis?
- Tools for Competitor Analysis
- What is Facebook Branded Content? Who should do it?
- What is Facebook Messenger Chat Plugin?

Facebook Marketing

- How to integrate it in the website?
- Types of Facebook posts
- Facebook post -- Best practices
- What is Canvas/Instant Experience? How to create it?
- How to schedule a post on Facebook?
- Tools for scheduling posts
- Facebook Creator Studio -- How to use it?
- Facebook Sound Collection
- How to plan a content calendar for your Business
- How to create an engaging post?
- What are Facebook Insights?

Facebook marketing

- Analyzing Facebook Insights
- Facebook Ads Manager
- Types of Facebook Ads
- Facebook Remarketing
- What is Facebook pixel? How to integrate it?
- How does Pixel work
- How to track conversions from your Facebook ads
- Types of Facebook Audience
- Facebook Ads -- Best Practices
- Facebook Business Manager

Facebook marketing

- Facebook Ads for Local Business
- Facebook Store Visits Campaigns
- Facebook Product Catalog
- Facebook advertising for E-commerce
- How to integrate Instagram Shopping from Facebook
- Facebook Ads Analysis & Reporting

B- Instagram Marketing

- Instagram History
- Why Instagram?
- Instagram Algorithm
- How to use Instagram for Business?
- Optimizing Business Profile (BIO)
- Types of posts on Instagram
- Good practices / Optimizing Instagram post
- Branded Content
- Instagram Insights (How to check and Analyze)
- Instagram Stories

Instagram marketing

- Why Instagram?
- Instagram Algorithm
- How to use Instagram for Business?
- Optimizing Business Profile (BIO)
- Types of posts on Instagram
- Good practices / Optimizing Instagram post
- Branded Content
- Instagram Insights (How to check and Analyze)
- Instagram Stories

C- Pinterest Marketing

- What is Pinterest?
- Why Pinterest?
- Understanding Boards and Pins
- Business profile optimization
- How to use Pinterest for Business?
- How to optimize a Pin and Board
- Different types of Pins (Rich Pins)
- How to use Rich Pins
- Pinterest Insights
- Pinterest Ads
- Analysis & Reporting

D- YouTube Marketing

- Importance of Youtube
- Importance of Video Optimization on Youtube
- How to monetize through Youtube?
- Youtube Channels
- Youtube Community
- Youtube Stories
- Youtube Live
- Case Study on a Youtube Channel
- Youtube Creator Studio
- Youtube Analytics
- Youtube Channel Settings & Customisations
- Youtube Video Manager Features

E-Quora

What is Quora?

How Quora works

How to answer a question

Quora ads

What makes a good answer

Strategy for Quora

Importance and role of Quora in SEO

F- Twitter

- Twitter History
- Why Twitter?
- Importance of Twitter
- How to use Twitter for Business?
- How to optimize your Business profile
- Good practices for tweeting
- Understanding of Lists and Moments
- Successful Brand case studies
- Twitter Insights
- Twitter Ads

G -LinkedIn Marketing

What is LinkedIn?

Why LinkedIn?

Importance of a good LinkedIn Profile

LinkedIn Profile Optimization

The LinkedIn Profile URL structure

LinkedIn Profile Badge

Types of Posts on LinkedIn

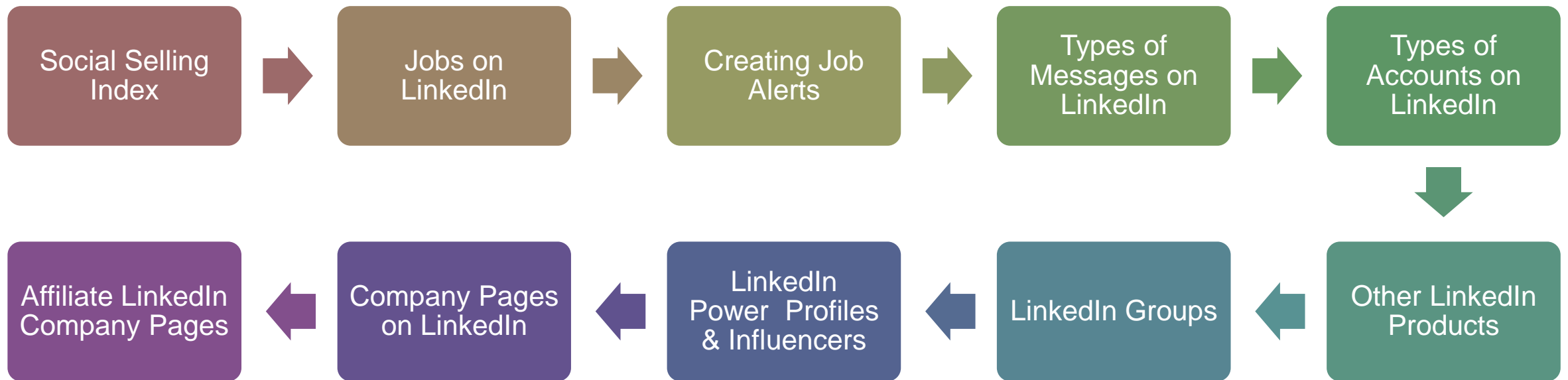
Importance of Articles on LinkedIn

Degrees of Connection and why it's important

Career Advice

Salary Insight

LinkedIn marketing



LinkedIn marketing

Company Page Analytics

LinkedIn Content Suggestions

LinkedIn Advertisements & Types

LinkedIn Target and Bidding Options

LinkedIn Ad Tracking and Reporting

CHAPTER – Analytics

Introduction to Web Analytics

Importance of Web Analytics

Google Analytics account set-up for a website

Embedding tracking code on a website

Difference between Account, Property, and views

Defining KPI's

Measuring KPI's

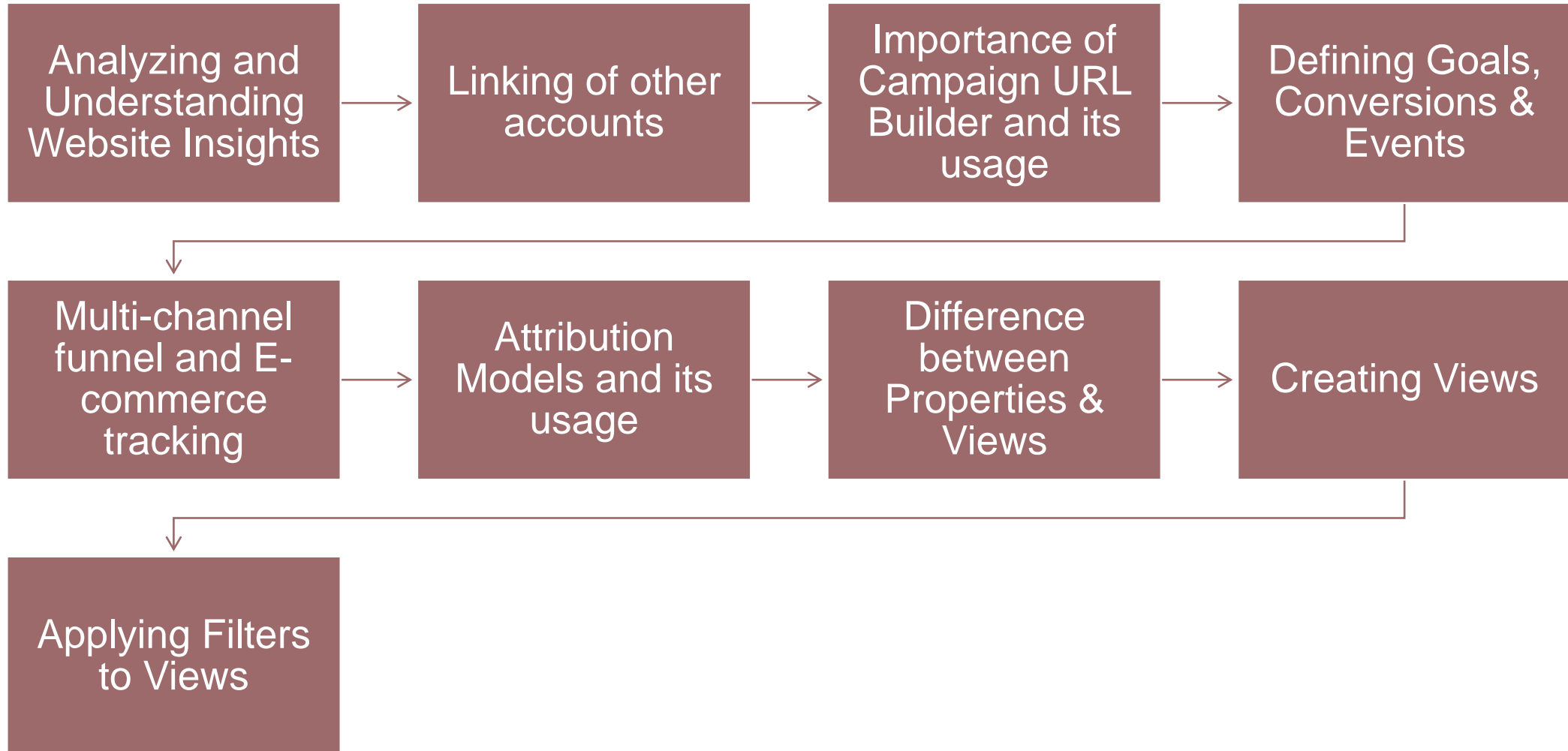
Real-time data tracking

Understanding Consumer Behavior through Audience insights

Customer Lifetime Value Metric Report

Understanding Acquisition Channels

Analytics



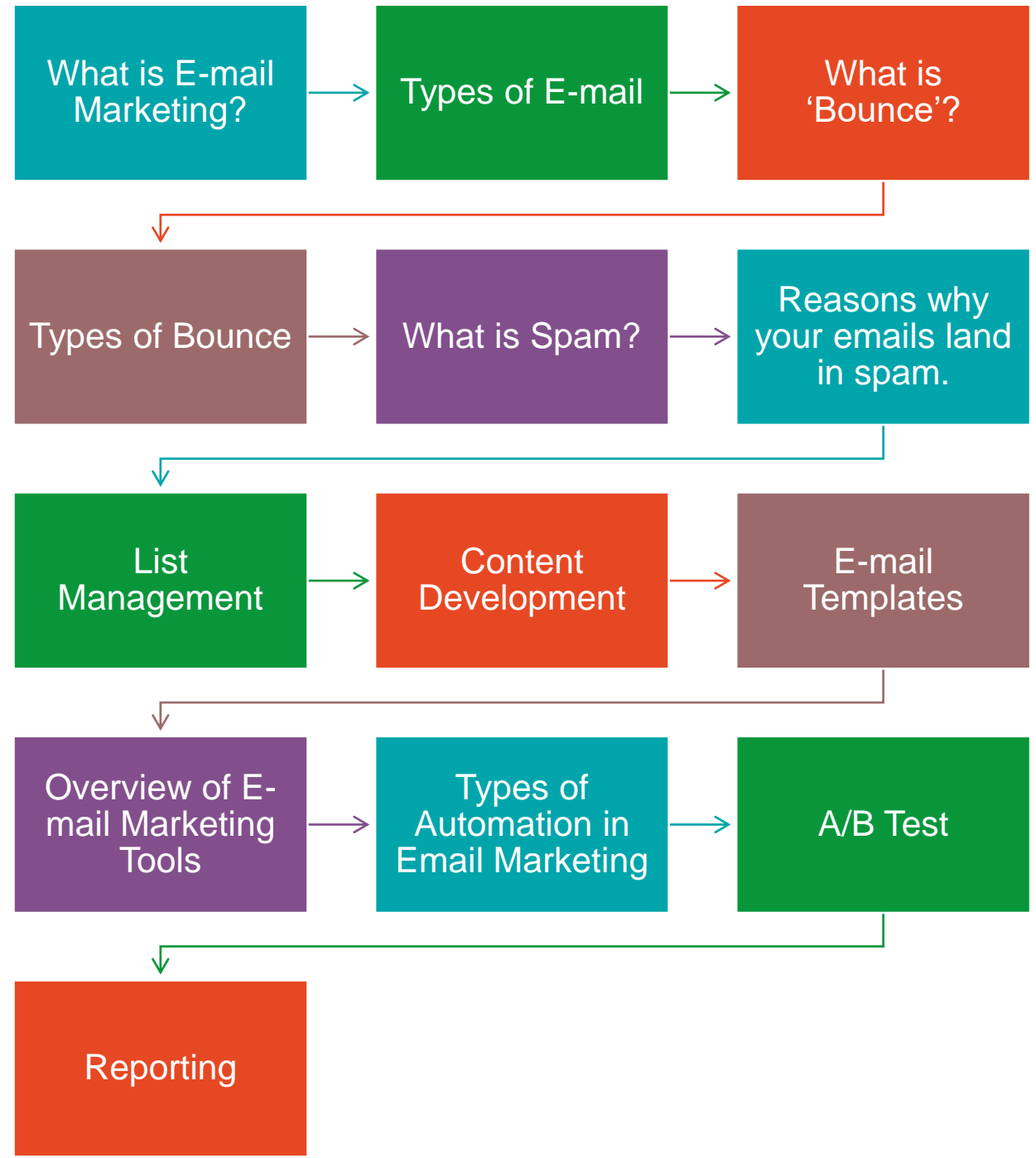
Analytics

Creating Custom Alerts

Custom Reports and Dashboards

Using Web Analytics Data to come up with future marketing strategies and plans

CHAPTER- Email Marketing



CHAPTER - Blogging

- Introduction to Blogging
- Evolution of blogging
- Web 2.0
- What is a blog?
- Why blogging? -- Importance of blogging
- Blogging for business
- Different Blogging Platforms
- Who can blog?
- Blog topic ideas
- Tools for blogging
- Formats
- Structure of a blog
- What makes a good blog
- Examples of good blog

Chapter - AdSense

Introduction to
Google AdSense

AdSense vs
Other Ad
Networks

How AdSense
works?

AdSense
approval
Process

AdSense
account setup
and interface

Different types of
ad networks

How to integrate
ads in a
Website/Blog

How to Monetize
a blog/website
through AdSense

Chapter-Inbound Marketing

- Traditional Marketing V/s Online Marketing
- Channels in Traditional Marketing
- Channels in Digital Marketing
- Understanding Business Objectives
- Converting Business Objectives into KPI's
- SWOT Analysis and why companies should them
- Competitor Analysis
- Buyer Persona
- What is Inbound Marketing?
- Inbound Marketing -- The process
- Process Implementation of Inbound Marketing for a Business or a Campaign

Chapter - Affiliate Marketing

- Introduction to Affiliate Marketing
- What is Affiliate marketing and how it works
- Difference between Advertiser, Publisher and Affiliate networks
- How to make money through Affiliate Programs
- How to sign up for Affiliate networks and Integrate with a website
- What are the Pre-requisites for Affiliate marketing?
- Top affiliate marketing platforms in India
- How to create an effective affiliate Strategy?

How to Get Freelance Projects



How to make a career through freelancing?



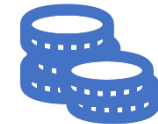
How to source clients?



How to approach/pitch to a client?



Proposal and Budgeting



Costing



Proposal & Reporting Templates

Chapter- Preparation

Mock
Interviews

Resume
Preparation

Interview
Preparation