

S.No	ADVANCED DIGITAL MARKETING TRAINING COURSE SYLLABUS		
1		<b>Overview of Digital Marketing</b>	
	Introduction to Digital Marketing	What is a Website ?	What are the tricks of Blogging?
	What is the need of Digital Marketing ?	What is a Web Page ?	What is Niche?
	What are the trends of Digital Marketing ?	What is the Difference Between Website and WebPage ?	How to do Niche Blogging?
	What is Search Engine ?	What is WebPortal ?	What is AdSense?
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	What is the Significance of Digital	What is CSS ?	How to apply AdSense Ads on Website ?
	What is the Preface to Online Marketing ?	What is XML ?	How to make AdSense Ads?
	How does the Online Marketing Work ?	What are the Web Standards ?	How to easily get approval from Google AdSense?
	Know the Concept of Internet	What is Programming Languages ?	What is Affiliates?
	What is Internet ?	What is Script ?	What is Affiliate Marketing?
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	What is WAN ?	What is Search Engine Results Page (SERP)?	What is Mobile Marketing ?
	What is HTTP ?	What is Social Media Marketing (SMO)?	What is the Importance of Mobile Marketing?
	What is HTTPS ?	What is Social Media Optimization (SMM)?	What to do to get highest Return on Investment?
	What is FTP ?	What is Blogging?	What is ORM (Online Reputation Management)?

	What is IP Address ?	How to do Blogging?	What to do to manage and organise your Online Reputation?
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<b>2</b>		<b>Website Design and Development Process</b>	
	What is Website Designing?	What is CSS?	What is FTP User?
	How to do Website Designing?	What is Java Script?	How to use Filezilla?
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	What is Web Hosting?	What are the different kinds of Websites?	How to use Domain Control Panel?
	How to do Web Hosting?	How to purchase a Domain and tricks to get it cheap?	What is the Control Panel of Web Hosting and how to use it?
	How to get Web Hosting?	How to purchase Domain Hosting Cheaply?	What is Static Website?
	What is HTML?	How to connect the Domain with Hosting ?	What is Dynamic Website?
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	What is a Key Phrase ?	How to use Display Planner ?	Why and How to use Different types and kinds of Keyword Match in Google Adwords ?
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	What is Keyword Research ?	What are different Kinds of Keywords used in Google Adwords?	How to Reduce the Cost per Click in Google Adwords ?

	Why Keyword Research should be done for SEO and why It is Importance ?	What is Exact Match ?	How to Find the Best Keyword that will generate maximum Conversion for a Website ?
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	How to Start with Google Analytics Tool ?	How to do Location Tracking with Google Analytics ?	How to do Tracking of visitors through Google Analytics in different way ?
	How to setup Google Analytics Account ?	How to do Browser Tracking with Google Analytics ?	
	How to add site with Google Analytics Tool?		
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	How to use Google Webmaster Tool ?	What is the Difference between "www" and Non "www" Version of Website ?	How to do the Tracking of CTR on Google Webmaster Tool ?

	How it helps in improving the ranking of website in Search Engine ?	How to use the Link Disavow Tool of Google ?	How to do the Tracking of Performance of Website on Google Webmaster Tool ?
	What is the importance of Google Webmaster Tool ?	What is Automatic Penalties of Google ?	How to Add Website to Google Webmaster Tool ?
	How to Setup the Google Webmaster Tool Account ?	What is Manual Penalties of Google ?	
	How to do the Analysis of Internal Link using Google Webmaster Tool ?	How to do the Tracking of Clicks on Google Webmaster Tool ?	
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	How to do the Analysis of a Website ?	What is Moz Page Authority and how to use it ?	What is SEO Toolbars and how to use it ?
	What is Website Analysis Tool ?	What is Google Link Command and how to use it ?	What is Automatic Sitemap Generator and how to use it ?
	How to use the Website Analysis Tool ?	What is Google Cache Command and how to use it ?	What is Plagiarism Checker Tools and how to use it ?
	What are different kinds of Website Analysis Tool ?	What is Google Site Command and how to use it ?	
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	What is the Importance of Content in SEO (Search Engine Marketing) ?	What are the tips for the Optimization of Articles ?	Tutorial of Content Marketing ?
	Why Content Marketing is Important ?	What are the Tips for Writing Newsletter ?	What is Event Based Content Marketing ?
	What is the importance of Content Marketing in Digital Marketing ?	What are the Tips for Corporate Collaterals ?	What is SEO Friendly Content Writing ?

	How to Understand the Content and Audience ?	What should be the Content for Corporate Communication ?	What is the use of Images in Content ?
	What are the Different Types of Content ?	What is Content Management ?	What is Duplicate Content Checker Tool ?
	What are the Ingredients for Online Content ?	What is the Concept of Content Team Management ?	How many different kinds of Content Checker Tools are there ?
	How to Analyze the Keywords and Query for Content ?	What are the Objectives of Content Marketing ?	What is Grammar Checker Tool ?
	What should be the Proper Flow of Content ?	What should be the Strategies for Content Marketing ?	How many different types of Grammar Checker Tool ?
	What are the Various Methods for Content Generation ?	What are the Tips for Content Creation ?	What is Content Spinning ?
	How to do the Optimization of Online Content ?	What are the Various Networks for Content ?	What is the Success Formula in Content Management ?
	What are the tools for Creation of Content ?	What are the Various ways to Get High Quality Leads Using Content Marketing ?	Case Study for Content Marketing Management
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	How to list at Google Business Center ?	How to Create Reviews for the Business at Google Business Places ?	How to Setup a Business Profile in Google Place ?
	What is Google Business or Google My Business ?	How to Setup Profile Photo in Google Business ?	
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	What are the concepts of Private Blog Network ?	Finding Domain for Private Blog Network	Why Private Blog Network is Important ?
	Why to create a Private Blog Network ?	Finding Hosting for Private Blog Network	How to use the Private Blog Network Efficiently ?

<b>10</b>		<b>Search Engine Marketing (SEM) - Google Adwords of Google</b>	
	What is Search Engine Marketing (SEM) ?	How to work on Shopping Ads in Google Adwords ?	What is Cost Per Retention (CPR) ?
	What is Google Adwords ?	What is Universal App Ads in Google Adwords ?	What is Cost Per View (CPV) ?
	How to Work on Google Adwords ?	How to work on Universal App Ads in Google Adwords ?	What is Click Through Rate (CTR) ?
	How to Create Account in Google Adwords ?	What is Google Merchant ?	How to Select Keyword for your PPC Adwords Campaign ?
	How to Set Up Campaign in Google Adwords ?	How to set up on Google Merchant Account ?	How to Create Ads for your PPC Adwords Campaign ?
	What is Campaign in Google Adwords ?	How to Connect Google Merchant Account with Google Adwords ?	Managing Bids in your PPC Adwords Campaign ?
	How to manage Campaign in Google Adwords ?	How to sign up with Google Adwords ?	How to Create Display Ads in Adwords ?
	What is Search Ads in Google Adwords ?	What is the way Creating PPC Campaign ?	How to Create Text Ads in Adwords ?
	How to run Search Ads in Google Adwords ?	What is Pay Per Click (PPC) ?	How to Create Video Ads in Adwords ?
	What is Display Ads in Google Adwords ?	What is Cost Per Click (CPC) ?	What is Ad Extensions in Adwords ?
	How to work on Display Ads in Google Adwords ?	What is Enhanced Cost Per Click (eCPC) ?	How to Create Ad Extension in Adwords ?
	What is Search and Display Ads in Google Adwords ?	What is Cost Per Milli (CPM) ?	How to Monitor Clicks in Adwords ?
	What is Video Ads in Google Adwords ?	What is Enhanced Cost Per Milli (eCPM) ?	How to Monitor Impressions in Adwords ?
	How to work on Video Ads in Google Adwords ?	What is Cost Per Installation (CPI) or Cost Per Download (CPD)?	How to Monitor CTR's in Adwords ?
	What is Shopping Ads in Google Adwords ?	What is Rate Per Milli (RPM) ?	How to make Payments in Google Adwords ?

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	Preparation for the Theoretical Exam of Google Adwords	Google Search Certification	Google Video Certification
	Preparation for the Theoretical Exam of Google Analytics	Google Display Certification	Google Analytics Certification
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	Mobile Marketing Concepts	Why Mobile Marketing is considered from the point of view of Marketing ?	How to Collect Database for the Mobile Marketing Campaign ?
	What is the Importance of Mobile Marketing ?	How to register for Mobile Marketing in Websites ?	How to Send Bulk Messages in Mobile Marketing ?
	What are the benefit of Mobile Marketing ?	How to Create Campaigns for Mobile Marketing ?	
	What is the Return on Investment of Mobile Marketing ?		
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	Online Reputation Management Concept	How to Optimize the Review Pages in Search Engine ?	What are the different websites that can be used for Online Reputation Management ?
	Managing Online Reputation Management	Why is Online Reputation Management is Important ?	How to boost the Online Reputation in Positive Way ?
	How to Create Positive Reviews in Online Reputation Management	What are the best ways for the Management of Online Reputation ?	
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	Email Marketing Concepts	How to Send Bulk Emails ?	What are the different tools that can be used to create Email Template ?

	Why HTML Email Template is Important in Email Marketing ?	How to Create or Get Email Database List for Email Marketing ?	What are the different tools that can be send Bulk Emails in Email Marketing ?
	How to Create HTML Email Template for Email Marketing ?	What are the ways to Save your Email ID from getting Blacklisted ?	
<b>15</b>		<b>Blogging and WordPress</b>	
	Blogging Concept	How to use Blogger ?	How to Setup Menus in Blogger ?
	How to use Blog to Earn Money ?	How to install a theme on Blogger ?	What is WordPress Widgets ?
	How to do Blogging ?	How to install a theme on WordPress ?	How to do SEO of a Page in WordPress ?
	What is the Purpose of Blogging ?	What are WordPress Plugins ?	How to do SEO of a Page in Blogger ?
	What are the Steps to Setup a Blog on Blogger ?	How to use WordPress Plugins ?	How to do Internal Linking In WordPress ?
	WordPress Concept	How to edit and use all the tools in WordPress ?	How to do Internal Linking In Blogger ?
	What is the difference between WordPress.org and WordPress.com ?	What is the Difference Between Blogger and WordPress ?	How to take WordPress Site Backup ?
	What are the Steps to Setup a Blog on WordPress ?	How to Setup Navigations in WordPress ?	How to take the BackUp of Blogger Site ?
	What is WordPress Themes ?	How to Setup Menus in WordPress ?	What are the Different Kinds of Blogs and How to use them to Make Money ?
	How to use WordPress ?	How to Setup Navigations in Blogger ?	
<b>16</b>		<b>SMO (Social Media Optimization)</b>	
	What is the Basic of Social Media ?	What is Social Media Optimization (SMO) ?	What are the Different Kinds of Networking Sites for Online Advertising and Promotional Activities ?
	How and Why Social Media Works ?	Importance of Social Media for the Online Promotion	



	Why Social Media is now considered as a Platform for the Promotion and Advertising ?	What are the Different Kinds of Social Media used for Online Advertising and Promotional Activities ?	
<b>17</b>		<b>Facebook</b>	
	What is Facebook as Social Media ?	How the likes on Facebook Pages helps to grow the Business ?	What are the steps to Promote your business ?
	What are the steps to create a Page on Facebook ?	How to Create a Facebook Fan Page and Add it On your Website ?	What is a Facebook Profile ?
	How many kinds of Facebook Page are there on Facebook ?	What are the different strategy that can be used for Social Media Optimization in Facebook ?	What is a Facebook Page ?
	How to promote a page for your Business or Services on Facebook ?	What is the need of Strategy for Social Media Optimization on Facebook ?	What is a Facebook Group ?
	What are the steps to increase Likes on your Facebook Page ?	What are the steps to Join a Group ?	What are the main difference between Facebook Profile, Facebook Page and Facebook Group ?
<b>18</b>		<b>Google Plus</b>	
	What is Google Plus ?	How Google Plus can help in Social Media Optimization ?	What are the steps to Promote your Business and Services on Google Plus ?
	What are the steps to create a Profile on Google Plus ?	What is the Importance of Google Plus in Social Media Optimization ?	Why it is important to Promote your Business and Services on Google Plus ?
	Why to create a Profile on Google Plus ?	What is a Difference Between a Company Profile and an individual Profile ?	
<b>19</b>		<b>Youtube</b>	
	What is Youtube ?	How to optimize a Youtube Video on Search Engine ?	How to do Link Building with YouTube ?

	Why to use Youtube for Social Media Optimization ?	How to get more traffic for your Youtube Video ?	How to use Video Marketing Concepts for the Promotion of Youtube Video ?
	What is the importance of Youtube ?	How to use Youtube Video to Earn and Make Money ?	What is the Potential of Youtube as Social Media and Money Making ?
	What are the steps to Create a Youtube on Video ?	How to Monetize a Youtube Video ?	
	How to Upload a Video on Youtube ?	What is Video Marketing ?	
<b>20</b>		<b>Twitter</b>	
	What is Twitter ?	How to Link Twitter Account with Other Social Media Platform Account ?	What are the steps to create a Page on Twitter ?
	How to Create a Twitter Account ?	What is the Benefit of Linking Twitter Account with Facebook, Instagram and Other Social Media Platform Account ?	Why to Create a Business Page on Twitter ?
	How to Link Twitter Account with Facebook, Instagram and other Social Media Platform ?	What is the Importance of Twitter ?	What are the different way to increase Twitter Followers ?
	Why to Link Twitter Account with Facebook, Instagram ?	How to work on Twitter as Professional ?	How to Increase the traffic on Twitter Page in Organic Search
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	What is Blog ?	What are the different ways to earn money from Blog ?	How to Monetize the Blog with Google Adsense ?
	How to Earn and Make Money from Blog ?	Why is it necessary to Monetize a Blog ?	How to Earn Money from Blog using Affiliate Marketing ?
<b>22</b>		<b>Google Adsense</b>	
	What is Google Adsense ?	How to Place Advertisements on a Website or Blog ?	How to register with Google Adsense ?
	What are the steps to sign up with Google Adsense ?	What are the ways to optimize for Best Performance in Google Adsense Ads ?	How to receive the Payment from Google Adsense ?

	How to get the Approval of Google AdSense on your Website for Monetization ?	How to Allow and Add Categories in Google AdSense Ads ?	How to setup your Payment Method with Google AdSense ?
	What is the Difference between Text Ads and Display Ads ?	How to check Performance Reports ?	
	What is the Difference Between Custom Channels and URL Channels ?	What are the different ways with Google AdSense Ads to Make and Earn Money ?	
<b>23</b>		<b>E-Commerce Marketing</b>	
	What is E-Commerce ?	How does the E-Commerce Marketing works /	Which are Major Top E-Commerce Portals in the World and in India ?
	How the E-Commerce Works ?	What is the importance of E-Commerce Marketing ?	What are the different way of doing promotion of an E-Commerce Website ?
	What is E-Commerce Marketing ?		
	What are the Different Kinds of Platforms in E-Commerce ?		
<b>24</b>		<b>Affiliates Marketing</b>	
	What is Affiliate Marketing ?	What is called InDirect Affiliate Marketing and Direct Affiliates Marketing ?	How to apply as an Affiliate at SnapDeal ?
	What is the difference Between Affiliates Marketing and Google AdSense ?	What are the steps to Earn Money through Affiliates Marketing ?	How to apply as an Affiliate at Jabong ?
	What are the steps to apply for the Affiliates Marketing from different Website ?	How to apply as an Affiliate at Flipkart ?	How to apply as an Affiliate at Myntra ?
	How does the Affiliate Marketing works ?	How to apply as an Affiliate at Amazon ?	What are the Steps to Optimize Affiliates to get Best Earning Performance ?

25	SEARCH ENGINE OPTIMIZATION (SEO) COURSE DETAILS		
Step I	<b>On(OnSite) Page Optimization-In this course of Digital Marketing Classes, we help to optimize these things - content on the website, coding of the website, error and structure of website.</b>		
	How to do the Optimization of Head part of Body of a WebPage ?	What is Robot Tags Optimization ?	What is a Link?
	What is an On-Page Optimization in SEO ?	What is Open Graph Tag Optimization ?	How to Optimize Link?
	How to do Selection of Domain Name and Extension for a WebSite ?	What is Redirection Tags ?	What are the different strategies for Link Optimization ?
	What is the Structure of a URL ?	What does it mean to have SEO Friendly Writing of Content ?	How to create Robot.txt File ?
	What is a URL ?	Why is it important to do Head Optimization and how much weightage does it have in SEO ?	Why to create Robot.txt File ?
	What is a Head Section ?	What is Density of Keyword ?	What is Robot.txt File ?
	What are Meta Tags ?	What is Spamming of Keyword ?	How to Create XML Sitemap of a Website ?
	What are different Kinds of Meta Tags ?	What is Stuffing of Keyword ?	How to Create HTML Sitemap of a Website ?
	How to use Different Meta Tags for the Optimization of Head ?	What is Dilution of Keyword ?	How to do Submissions of Sitemap ?
	What is Meta Tags Optimization ?	What is Latent Semantic Indexing (LSI) ?	What is Alexa Integration ?
	What is Title Tags Optimization ?	How to use the LSI Technique in our Content ?	How to do Alexa Integration ?
	What is Description Tag Optimization ?	What is Optimization of Image ?	
	What is Keywords Tags Optimization ?	What are the Strategies of Image Optimization	

<b>step 2</b>	<b>Off(Off Site)-Page Optimization</b> It is the process of Optimizing of Page in Seo which includes Link Building Strategies, External Reference of the Websites and Factors of Online Presence of Website on Internet		
	What is Off Page Optimization ?	What is Page Rank of Google ?	What is Guest Blogging ?
	What is the importance of OFF Page SEO ?	What are the different techniques of increasing a Google Pagerank ?	What is Classified Posting ?
	What is a Backlink ?	What is Web Directory Submission ?	What is Forum Posting ?
	How to create a Backlink ?	How to do Submission of Web Directory ?	What is Link Exchange ?
	What are the different methods of Creating Backlink ?	What is Press Release Writing ?	How many Different Kinds of Link Exchange are there ?
	What is a Dofollow Link ?	How to do Press Release Submission ?	What is Submissions in Search Engine ?
	What is a Nofollow Link ?	How to do Blog Comment Writing ?	How to do Search Engine Submission ?
	What is the difference between Dofollow BackLink and No Follow Backlink ?	What is Blog Commenting	What is RSS Feed ?
<b>Step 3</b>	<b>Algorithms of Search Engine-The Search Engine uses the Algorithm to control and create the database ranking of a website. These are like fixed instructions given to the programs that run on Internet and collect information and organise it according to rules set by Search Engine. In</b>		
	What is called Search Engine Algorithm ?	What is Caching ?	What is Caffeine Algorithm of Google ?

	Why does Search Engine Create Algorithm ?	What are different types of Google Updates ?	What is an Update ?
	What are the functions of Search Engine Algorithm ?	What is Panda Update of Google ?	How many Different kinds of Update of Google are there ?
	What is Indexing ?	What is Penguin Update of Google ?	
	What is Crawling ?	What is EMD Algorithm of Google ?	
<b>26</b>		<b>Landing Pages</b>	
	What is Landing Page Concept ?	How to do the Analysis of Landing Page ?	What is the Importance of Landing Page ?
	How to Create a Landing Page ?	How does the Analysis of Landing Page Helps in Customer Satisfaction ?	
	What are the Templates for Landing Page ?		
<b>27</b>		<b>Business Lead Generation</b>	
	What is Business Lead Generation Concept ?	What is Lead Page ?	How to do Lead Generation using Search Engine Optimization (SEO) ?
	Why Leads are Important ?	What is the Difference Between Lead and Landing Page ?	How to do Lead Generation using Google Adwords ?
	How to understand the Behaviour of Audience and Buyer ?	What is the Role of Testing in Lead Generation ?	How to do Lead Generation using B2B (Business-to- Business) ?
	How to Plan Strategies for the Generation of Lead ?	What are the types of Testing ?	How to do Lead Generation using B2C (Business-to- Customer)?
	What are the Different Techniques and Methods for Lead Generation ?	What is Conversion Funnel ?	How to do Lead Generation using SMS Marketing ?
	How to Generate Lead Organically ?	How to do Reporting ?	How to do Lead Generation using Email Marketing ?
	How to Generate Lead using Online Communication ?	How to do the Analysis of Reports of Lead Generation and Consumer Behaviour ?	How to do Lead Generation using Social Media Optimization (SMO) ?
	How to Generate Lead Using Offline Communication ?	How to check the Roadmap from Leads to Sales ?	How to do Lead Generation using Social Media Marketing (SMM) ?

	How to do Lead Generation Using different Paid Tools ?	Why to Generate Leads ?	How to do Lead Generation using Search Engine Marketing (SEM) ?
<b>28</b>		<b>Work as Freelancer</b>	
	What is Freelancing Concept ?	What are the Freelancing Websites ?	How to get Projects and works from Freelancing Websites ?
	How to do Freelancing ?	How to get registered with the Freelancing Websites ?	
	How to make Profession as Freelancer ?		
<b>29</b>		<b>Online Internet Marketing Etiquettes</b>	
	What is White Hat in Search Engine Optimization of Digital Marketing ?	What is Proxy Address ?	What is Cookies ?
	What is Black Hat in Search Engine Optimization of Digital Marketing ?	What is Blocked Domain ?	What is Cookies Policy ?
	What is Doorway Page ?	What is Parked Domain ?	What is Privacy Policy ?
	What is invisible Text ?	What is Sandbox of Google ?	What are the tools for the Creation of Privacy Policy ?
	What is Stuffing ?	What is Cyber Crime Laws ?	What is Disclaimers ?
	What is Cloaking ?	What is ICANN ?	How to use Disclaimers on Website ?
	What is Grey Hat ?	What is CAN SPAM ?	What are the different Cyber Laws ?
	What is IP ?	What is Spamming ?	What is Copyright ?
	What is Proxy ?	What are Spam Mail ?	How to save from the issues of Copyright ?
<b>30</b>		<b>Branding and Advertising</b>	
	What is the Concept of Brand ?	What are the steps and how to Create the design of a Logo ?	What is SWOT Analysis ?

	What is the importance of Brand ?	What is Product Branding ?	What is COPEX ?
	What are the steps there for the creation of Brand ?	What is Service Branding ?	What is OPEX ?
	What are the Different Methods used in Branding ?	What is the Difference Between Product Branding and Services Branding ?	What is the difference between COPEX and OPEX ?
	What is the Difference Between Advertising and Branding ?	What is the Power of Collaterals ?	What should be the approach for creating Brand ?
	What is ABL(Above The Line) Advertising ?	What is Profile In Collateral ?	What is Franchise ?
	What is BTL(Below The Line) Advertising ?	What is Proposal in Collateral ?	What is the Difference Between Brand and Franchise ?
	What is the difference between Above-The- Line (ABL) Activities and Below-The- Line (BTL) Advertising Activities ?	What is Portfolio in Collateral ?	What is MIS Funnel ?
	What is Logo ?	What is Invoice in Collateral ?	What is Standard Reporting System ?
	What is the Importance of Logo ?	What is Bill in Collateral	
<b>31</b>		<b>INTRODUCTION TO DIGITAL MARKETING</b>	
	What is Digital Marketing?	How Online Marketing Works?	What is LAN/WAN?
	Need of Digital Marketing	Know the Internet	Protocol HTTP/HTTPS/FTP
	Need of Digital Marketing	What is Internet	IP address / DNS Concept
	Trends of Digital Marketing	What is Internet Purpose	Internet Technologies
	Main Search Engines	Who is the owner of internet?	Websites, Web portals
	Significance of Digital Marketing	How Digital Marketing Works?	HTML, CSS, XML, Web Standards, Programming Language, Scripts
	Preface to Online Marketing	Client / Server Model	
<b>32</b>		<b>CONTENT MANAGEMENT</b>	
	What is Content?	Tools for Content Creation	Content Team Management
	Why Content is Important?	Content distribution	What is Content Marketing?



	Understanding Content & Audience	Tips for optimizing blogs	Objectives of Content Marketing
	Different types of Content	Tips for optimizing articles	Strategies for Content Marketing
	Ingredients for Online Content	Tips for newsletter writing	How to acquire high quality leads via Content?
	Analyzing query and keyword for content	Tips for corporate collaterals	Content for various networks
	The Proper Content Flow	Content for corporate communication	Tips for Content Creation
	Various Content Generation Methods	What is Content Management?	Success Formula for Content Management
	Optimization of Online Content	Importance of Content Management	Case Study
<b>33</b>		<b>INTERNET MARKETING ETIQUETTES</b>	
	White Hat	IP and Proxy	Privacy policy
	Black Hat Overview	Blocked & Parked Domains	Tools to create privacy policy
	Doorway Pages	Cyber Crime Laws	Disclaimers
	Invisible Text	ICANN	What are Cyber laws?
	Stuffing	CAN SPAM	Copyright
	Cloaking	Spamming	Do's and Don'ts of Internet
	Grey Hat	Cookies Policy	
<b>34</b>		<b>BRAND MARKETING &amp; MANAGEMENT</b>	
	What are Leads?	Lead Generation with Organic Manner	Do's and Don'ts for Landing pages
	Why leads are important?	Leads with online communication	Role of Testing in Lead Generation
	Understanding Audience and Buyer	Leads with offline communication	Types of Testing
	Difference between Domestic and International Audience	Lead Generation with Paid tools	Conversion funnel
	Planning Strategies for Lead Generation	Leads and Landing Page	Reporting and Analysis
	Different methods to generate leads	Landing page optimization	Roadmap from leads to sales

<b>35</b>		<b>BUSINESS LEAD GENERATION</b>	
	What is a Brand?	Product Vs Service Branding	COPEX & OPEX
	How to create a Brand?	Power of Collaterals	Approaches
	Different methods of Branding	Profile	Brand & Franchise
	Advertising Vs Branding	Proposal	MIS Funnel
	ATL and BTL activities	Portfolio	Standard Reporting System
	What is a Logo?	Invoice	Brands We Know
	Importance of a Logo	Bills	
	How to design a Logo?	SWOT Analysis	
<b>36</b>		<b>SCIENCE OF ONLINE SALES</b>	
	What are Sales?	Touch Point	How to design powerful visuals?
	ROI Vs Sales	Different types of Layouts	Tips and Tricks
	Integrated Marketing and Communication	Visual Devices	Power of Innovative Ideas
	The five senses	RTL Vs LTR	Guerrilla Marketing
	Neuro linguistic programming	UI & UX	Creation of Visuals Module
	System Development Life Cycle	How to Optimize UI & UX?	Top Tools to track Sales
	The Power of W's	Power of Visuals	
<b>37</b>	<b>WHY TO JOIN DIGITAL TECHNOLOGY INSTITUTE FOR DIGITAL MARKETING COURSE IN DELHI?</b>		
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