

# DIGITAL MARKETING

## **Introduction of Digital Marketing**

- Difference between traditional marketing and digital marketing?
- Understanding the process of Digital Marketing

## **Website Creation**

- Definition about Internet, Website, Domain, Hosting etc.
- Domain selection & URL structuring
- Purchasing of Domain & Hosting
- Planning & Creation of a personal/ business website
- About CMS and Wordpress

## **Search Engine Optimization**

- What is SEO?
- Definition about Keywords, Traffic etc.
- How Google functions and work?
- Google Agents
- Keyword Research

## **ON-Page SEO**

- What is On-page SEO?
- Head Section Optimization
- Logo and Favicon creation with free tool
- Title and Meta Description Optimization
- Redirection Tags for all kinds of errors.
- SEO Friendly Content Writing through SEO tool
- Keyword Density- Spamming or Stuffing
- Image Optimization
- Robots File Creation
- Sitemap Creation
- All about Domain & Page Authority

## **OFF-Page SEO**

- What is Off-page SEO?
- Why Off page is Important
- Submit URL tool
- Content – Rank formula of Google
- Link Juice process to increase DA/PA
- What are Backlinks/ Link Building techniques?
- Blogging
- Guest Posting- Free & Paid
- Press Release Submission - Free & Paid
- URL Shortener tool
- Commenting on Blogs
- Classified Posting
- Forum Posting - Quora & Yahoo
- Social Bookmarking
- Link Exchange
- Slide Sharing
- Difference Between Do Follow and No Follow Backlinks
- What is Google Page Rank
- How to Increase Google Page Rank

## **Local SEO**

- What is Local SEO?
- Google My Business Listing
- How to do free listing of business on different websites in same niche/category

## **SEM- Google Adwords**

- Understanding and overview of SERP
- Introduction to Search Engine Marketing
- How to sign up in to Google Adwords account
- Understanding Adwords account structure
- How to use keyword planner tool
- Types of Advertising campaigns-Search, Display & Video
- Difference between search & display campaign
- How does Adwords rank ads
- What is quality score and its importance
- What is CTR and why it is important?
- Advanced level bid strategies
- What is Enhanced CPC?
- Introduction to the ad-extensions and it's types
- Creating & Optimizing a live Search Network campaign
- Types of keywords Board, Phrase, Exact & Negative

- Creating & Optimizing a live Display Network campaign
- Understanding the working of campaign
- Best & worst examples of ads Creating ads
- Monitoring the performance
- What is Conversion tracking tool
- How to set up and use conversion tracking tool
- Adding tracking code in your website
- Optimizing and monitoring the campaigns

## **Social Media Optimization & Marketing**

- What is social media and how it is different from Google
- Understanding the social media psychology

## **Facebook Marketing**

- Creating company page on Facebook
- Optimization of the page
- How to use the best of Hashtags and at sign
- How to increase likes free of cost.
- Creating & Optimization of Facebook advertising campaigns
- Types of Facebook advertising- Awareness & Consideration
- Best practices for engaging the customers
- Setting up the targeting with live examples.
- Payment modes
- Use of power editor tool for campaigns

## **Twitter Marketing**

- Creating an account on Twitter.
- Optimization of the Twitter account
- Understanding of the Twitter interface with the use of Hashtags and at sign
- How to increase followers free of cost
- Creating & Optimization of Twitter advertising campaigns
- Practices to gain new customers and engage with the past ones
- Setting up a live campaign
- Use of Twitter tools: Tweetdeck, Klout etc.

## **Linkedin Marketing**

- What is Linkedin & how it is different from Facebook
- Creating of a profile and a company page
- Difference between Individual Profile and Company Page
- Optimization of Linkedin company page
- Creating & managing Linkedin Group
- How to increase followers on company page free of cost
- Setting up a live Linkedin advertising campaign with practical exposure
- How to gain \$50 from Linkedin to run a campaign without spending a single penny

# **YouTube Marketing**

- Creating a YouTube channel
- Optimization of the channel
- Creating of an explainer video without any help of a graphic designer
- Creating and optimization of the video advertising campaign
- Importance of Video marketing
- Benefits of running a campaign on YouTube
- How to get traffic on to your website by promoting your video
- Understanding the SEO techniques on YouTube

# **Email Marketing**

- Introduction to Email Marketing
- Setting up an Email Marketing account
- How email works?
- Creating and sending of bulk emails
- Monitoring the analytics

# **Google Analytics**

- Understanding and setting up of the Google Analytics account
- How to add the tracking code in to the website
- How Google analytics works
- Introduction to Google analytics account structure
- Types of cookie and it's tracking
- Introduction of goals and types of goals
- How to setup goals in Google Analytics account
- Introduction of conversion
- Understanding bounce & bounce rate
- Bounce rate v/s Exit rate
- Ways to reduce the bounce rate
- Introduction & Importance of funnels
- Integration of Adwords and Analytics account
- Benefits of integrating Adwords & Analytics
- Measuring performance via Google Analytics
- Introduction and how to set up of filters & segments
- How to view customized reports
- Monitoring traffic sources and behavior
- Taking corrective actions if required
- Remarketing

# **Mobile Web Marketing**

- Introduction to Mobile Devices and marketing
- Creating of a mobile website and application without coding
- On both platform for Android and IOS
- App Store optimization(ASO)

- Uploading mobile app on Play Store and App Store
- Why Mobile marketing came into existence
- Advertising on apps
- SMS marketing

## **Online Reputation Management**

- Introduction to online reputation management
- Understanding the ORM scenario
- Who are responsible for harming the reputation
- Ways to deal with the criticism online
- Procedure to follow when a negative review or complaint occurs
- Live example and case study to build a brand
- Turning negative to positive image of a business

## **Affiliate Marketing**

- Introduction to Affiliate Marketing
- Setting up an Affiliate account
- How to join and Earn
- Live practical of earning a commission

## **Adsense**

- Introduction to Adsense
- Setting up to the adsense account
- Tricks to get approval of adsense
- How to place ads on your website

## **How to grab freelancing projects**

- How to earn money while sitting at home

## **E-commerce Marketing**

- Introduction to E-commerce Marketing
- How to make an E-commerce website
- How to do SEO of an Ecommerce website
- Live example of an Ecommerce business
- How E-commerce industry earns money

## Bonus Module

- One guest lecture every month from a senior HR Consultant of Japanese MNC every month upon the Resume writing and the Interview tips to get placed easily after the course.

## Other Benefits

- One training module and get ready for job in just 2 months.
- Training with live project/ website.
- Become Google certified digital marketer.
- Get Facebook Blueprint certification.
- Become a trained marketer to attract customers with Hubspot Inbound marketing course.
- Industry recognized Current Repairs certificate.

The logo for Current Repairs features the company name in a white, handwritten-style font. To the left of the text is a stylized white icon of a gear or a circular arrow, suggesting a cycle or repair process. The entire logo is set against a solid blue background.

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