



# SESHAN'S DIGITAL MARKETING ACADEMY

Online Live Interactive Practical Digital  
Marketing Training Program

## **PROGRAM**

**70 - 80+  
Hours in  
Online**

**60+ Hours  
In  
Assignment**

**16+  
Certificates**

**30  
Modules**

**100% Job  
Assistance**

**COMPLETE DIGITAL  
MARKETING SYLLABUS**

## Digital Marketing Overview

- What is Marketing?
- How We Do Marketing?
- What is Digital Marketing?
- Digital Marketing Platforms and Strategies
- Digital Marketing Vs Traditional Marketing
- Inbound Marketing Vs Outbound Marketing
- Defining Marketing Goals
- Latest Digital Advertising Trends
- Case Studies of Digital Campaign

## Graphic Designing Using Canva

- How to Create a Design from Scratch Using Canva
- Quick Tips to Make Your Designs Look Good
- How to Choose the Dimensions for Your Design
- How to Create a Background for Your Design
- How to Add Text, Images and More
- How to Design Images for Social Media Posting
- How To Download Your Creatives From Canva
- Case Study Assignments For Practice

## Video Editing Using Software

- How to Choose a Template
- How to Add External Images and Videos
- How to Add Text in the Video
- Adding & Cutting
- Transitions In Video
- Effects In Video
- Audio & Video Mixing
- How to create Video Timeline
- Use of Creative Element in Video
- How To Export Video
- Case Study Assignments For Practice

## Top 1% Digital Marketing Strategy

- Digital Marketing Key Performance Indicators (KPIs)
- Sales Funnel Creations & Implementation
- Hook, Jingle Marketing
- Growth Hacking Lifecycle

- Story Telling
- Case Studies

## Social Media Optimization

- What Is Social Media Optimization?
- Smm Vs. Smo
- Benefits of Using Smm
- Social Media Statistics
- Why Use Social Media Marketing
- Social Media Strategy Dimensions in Posts
- SEO Analysis or Audit Reports

## Facebook Marketing

- Facebook Organic
- Facebook Account Setup
- Personal Account Properties
- Facebook Marketing Strategy
- Competition Analysis
- Facebook Business Page Setup
- Types of Business Pages

- Cover Photo Designing
- Increase the Likes to Page
- Page Management Options
- Types of Posts and Statistics
- Dimension in Post
- Creative Posts Strategy
- User Engagement Metrics
- Facebook Group
- Facebook Marketplace

## Facebook Paid Marketing

- Introduction to Facebook Advertising
- Types of Promotions
- Audience Targeting
- Advanced Audience Targeting
- Bidding Strategies
- Ad Format
- Ad Dimensions and Rules
- Remarketing Campaign Strategy
- Pixel Setup
- Facebook Remarketing Setup

- Reporting and Analysis
- Case Study Assignments For Practice

## Instagram Marketing

- Instagram Statistics
- How Brands Use Instagram
- Creating an Instagram Business Account
- Tour of Instagram App
- Instagram Marketing Strategy and Tips
- Picture Dimensions
- Filters in Instagram
- Use of Hashtags
- Popular Brands on Instagram

## Instagram Paid Marketing

- Introduction to Instagram Advertising
- Types of Promotions
- Audience Targeting

- Advanced Audience Targeting
- Bidding Strategies
- Ad Format
- Ad Dimensions and Rules
- Case Study Assignments For Practice

## Twitter Marketing

- Benefits of Twitter For Businesses
- How Brands Use Twitter
- Profile Creation and Management
- Customizing the Profile
- Types of Tweets and Statistics
- Content Strategy for Twitter
- Post Your First Tweet
- Analysis of Big Brands
- Twitter Contests
- What Is Hashtag?
- #Hashtags and Its Uses.
- Tools for Twitter Marketing.
- Twitter Analytics



## Twitter Paid Marketing

- Introduction to Twitter Ads.
- Types of Promotions
- Audience Targeting
- Advanced Audience Targeting
- Bidding Strategies
- Ad Format
- Ad Dimensions and Rules
- Remarketing Strategy
- Conversion Tracking
- Case Study Assignments For Practice

## Linkedin Marketing

- Benefits of Linkedin Network
- Create a Linkedin Profile
- Optimizing the Profile
- Recommendations in Linkedin
- Creating New Connections

- Creating Company Page
- Creating Showcase Page
- Customization of Page
- Posting Content in the Page
- LinkedIn Groups
- Finding Jobs in LinkedIn

## LinkedIn Paid Marketing

- Introduction to LinkedIn Ads.
- Types of Promotions
- How to Use Filters in LinkedIn
- Audience Targeting
- Advanced Audience Targeting
- Bidding Strategies
- Ad Format
- Ad Dimensions and Rules
- Remarketing Strategy
- Conversion Tracking
- Case Study Assignment For Practice

## Social Media Automation

- What Is Social Media Automation?
- Social Media Automation/ Management
- Tool Buffer/ Hootsuite/ Postcron
- Setup Connection with Facebook, Twitter, LinkedIn, Instagram, Etc.
- Add/ Remove Profiles in Tools
- Post Scheduling in Tools
- Performance Analysis

## Search Engine Marketing (SEM)

- Introduction to Search Engine Paid Marketing
- Google Ads Account Setup
- Interface Tour and Billing Setting
- Account Structure
- Campaign Setting
- Ad Group Setup
- Keyword Research Tools
- Keyword Match Setup
- Understanding Ad Auction

- What Is Quality Score
- Types of Bidding in AdWords
- Ad Formats
- Ad Guidelines
- Ad Extensions
- Case Study Assignments For Practice

## Online Display Advertising

- How Display Ads Works
- Benefits of Display Advertising
- Creating a Display Campaign Bidding Strategies
- Targeting Option in Display Network
- Calculating ROI
- Case Study Assignments For Practice

## Mobile Marketing

- Mobile Apps Engagement
- Mobile App Installs Campaign
- Growth in the Mobile Industry
- Promoting Site in Mobile Apps
- Benefits of Mobile Marketing
- Targeting Options in Mobile Apps

- Mobile Marketing Goals
- Mobile Ad Formats
- Reporting in Mobile Ads
- Case Study Assignments For Practice

## Video / Youtube Marketing

- Importance of Video Marketing
- Create a Video Campaign
- Location Targeting
- Bidding Strategies
- Creating Targeting Groups
- Targeting Options in Video Ads
- Types of Ad Formats
- Measuring the Results of Campaign
- Case Study Assignments For Practice

## Remarketing and Conversion

- What Is Remarketing?

- Benefits of Remarketing Strategy
- Manual Remarketing Vs Dynamic Remarketing
- How to Build a Remarketing List?
- Step by Step Remarketing Campaign
- Result Analysis of Remarketing Campaign

## Conversion

- What Is Conversion?
- Importance of Conversion Tracking?
- Implementation of Conversion Tracking
- Result Analysis in Conversion Tracking

## Email Marketing

- Introduction to Email Marketing
- Importance of Email Marketing
- Popular Email Marketing Tools
- Email Marketing Goals
- Introduction to Mail-Chimp
- Mail-Chimp Pricing structure
- Account Setup and Settings

- Email Marketing Strategy
- Creating a Subscriber list
- Integration of Forms in Site
- Import Subscribers in a List
- Types of Email Marketing Campaigns
- Creating an Email Campaign
- What Is the Newsletter?
- Design a Newsletter
- Reports
- Marketing Automation
- Case Study Assignments For Practice

## Content Marketing

- Introduction to Content Marketing
- Objective of Content Marketing
- Content Marketing 7 Steps Strategy Building Process
- Types of Content
- How to Write Great Compelling Content
- Keyword Research for Content Ideas
- Optimizing Content for Search Engines
- How to Market Your Content
- How to Increase Opt-In Mail List with Content Marketing

- Case Study on Content Marketing

## Website Creation

- Understanding Websites
- Understanding Domain Name and Domain Extensions
- What Are a Web Server and Web Hosting
- Different Types of Web Servers
- Different Types of Websites
- Based on Functionality
- Planning and Conceptualizing a Website
- Your Website Information And Link

## Website Planning

- Booking a Domain Name and Web Hosting
- Adding the Domain Name to a Web Server
- How to Install Wordpress in Your Server
- Theme Selection
- Theme Customization
- Page Building Using Elementor
- How to Install and Integrate Most Used Plugins

## Search Engine Optimization



- Introduction to Search Engines
- How Does Search Engine Work?
- Components of Search Engine.
- Google Algorithm.
- Panda Algorithm
- Penguin Algorithm
- Humming Bird Algorithm
- Pigeon Algorithm
- Latest Google Updates ( BERT, Rank Brain, EAT)

## Keyword Research and Competition

- Introduction to Keyword Research.
- Types of Key Phrases
- Keyword Studies Methodology
- Business Analysis & Categorization
- Google Keyword Planner
- Google Trends
- Market Research & Analysis
- New Keyword Ideas
- Competition Analysis
- Finalizing the Keyword List

## On Page Optimization

- Introduction to On-Page

- On-Page Analysis Methodology
- Fundamental On-Page Factors [ Heading Tag, Alt Tag, Image Tag, Etc.]
- Meta Tag Optimization
- Meta Tags Creation
- Sitemap and Its Types
- Url Optimization
- Canonical Tags
- Redirection Techniques
- Robots.txt
- Ssl Certificates and Its Types
- Domain Call in SEO.
- Step by Step Implementation of Every On-Page Factor on Every Page
- SEO Analysis or Audit Reports
- Website Speed & Its Tools
- Case Study Assignments For Practice

## Offpage Strategy, Planning & Execution

- What Is Link Building?
- Types of Linking Methods.
- Dofollow Vs. Nofollow
- Link Building Guidelines

- Page Authority
- Domain Authority
- Article Submission
- Local Business Directories
- Social Bookmarking
- Question and Answers
- Blogging & Commenting
- Guest Blogging
- Press Releases
- Link Building Resource
- Image Submission
- Document Submission
- Links Analysis Tools: Backlink Watch, Rank Signal, Sumrush, Ahref
- Competitor Backlink Analysis Using Tools
- How to Remove Spammy/ Unnatural Links Using the Disavow Tool

## Quora Marketing

- Introduction to Quora
- Profile Creation on Quora
- Searching Relevant Content on Quora
- Building Links Through Quora Answering
- How to Rank Your Answers in Quora

- Quora Analytics
- Quora Ad Account Creation
- Quora Campaign Types
- Quora Ad Groups
- Quora Ad Copies Creation
- Reporting and Analysis

## Local SEO

- What Is Local SEO?
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local Submissions

## Youtube SEO, AdSense and Analytics

- How to Create a Youtube Channel
- Youtube Keyword Research
- Publish a High Retention Video
- Youtube Ranking Factors
- Youtube Video Optimization

- Promote Your Video
- Use of Playlists

## Youtube AdSense

- Basics of Youtube AdSense
- How to Create Creator Studio in Youtube & Verify Your Channel
- Increase Your Profitability Through Youtube Channel
- Linking Google AdSense & Youtube AdSense
- Different Types of Ads

## Youtube Analytics

- Subscriber Report
- Engagement Report
- Watch Time Report and Many More

## Google Search Console

- Introduction to Google Search Console
- How to Install Google Search Console?

- Search Appearance

## Structure Data

- Rich Result
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Google Index
- Crawl
- Security Issues

## Search Traffic

- Search Analytics
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Search Appearance

## Google Analytics

- What is Analytics?
- Importance of Analytics for Business
- Popular Analytics Software's
- Key Performance Indicators [KPI] in Analytics  
(bounce rates, time on page / site, exit rate, conversion rate, engagement rate)
- Introduction to Google Analytics
- Installing Analytics Code in a Site
- Analytics Account Structure
- Interface Tour of Google Analytics
- General Tools in Analytics
- Real-Time Reports
- Audience Report
- Acquisition Report
- Behavior Report
- Conversion Tracking - Goal Setting
- Settings in Analytics

## Making Money Via Google AdSense

- Basics of Google AdSense
- AdSense Property Verification
- Different types of Ads

- Increasing your profitability through AdSense
- Effective tips in placing video, image and text ads into your website correctly
- Google AdSense Policy overview
- Apply for AdSense Account help

## Affiliate Marketing

- What Is Affiliate Marketing
- How to Apply for Affiliate Marketing Network?
- How Affiliate Marketing Works
- Understanding the Dashboard
- How to Find Affiliate Niche
- Promoting Affiliate Products
- Top Affiliate Marketing Networks
- Methods of Promotions
- Affiliate Marketing Reports and ROI
- Affiliate Marketing Payment Models
- Best Resources for Affiliate Marketing



# Online Reputation Management

- What Is ORM?
- Why We Need ORM
- Examples of ORM
- Generate ORM Report
- Areas to Analyze in ORM Search Engine Results
- What We Need to Do in ORM
- Monitor Search Results
- Monitor Complaint Sites
- Reviews Monitor Sites and Blogs
- Monitor Social Media
- Case Study
- Tools for Managing Reputation

# Freelancing Projects

- Introduction to Freelancing?
- How Does Freelancing Works?
- How to Grab Freelancing Projects
- How to Pitch a Client for a Project?
- Freelancing Templates / Proposals

- Freelancing Quotations / Pricing / Package
- How to Work on Freelancing Projects?
- Reporting and Suggestions
- Websites for Freelancing Project

## Whatsapp Marketing

- Whatsapp Marketing Strategies
- Whatsapp Business Features
- Business Profile Setup
- Auto Replies
- How to Install Whatsapp Icon on Wordpress Website
- How to Setup One-Click Chat
- How to Set Up an Initial Message
- Whatsapp One-Click Testing on Site

## Lead Generation for Business

- Understanding Lead Generation Business
- Why Lead Generation Is Important?

- Understanding the Landing Page
- Understanding Thank You Page
- Landing Page Vs. Website
- Best Practices to Create Landing Page
- Best Practices to Create Thank You Page
- What Is A/B Testing?
- How to Do A/B Testing?
- Converting Leads into Sale
- Understanding Lead Funnel

## SMS Marketing

- Why SMS Marketing Effective?
- How Does SMS Marketing Work?
- Difference Between Promotional Campaigns or Transactional Messages?
- Who Can Benefit from Using SMS Marketing?
- Best Sites for Bulk SMS Marketing
- SMS Marketing Tool Setup
- How to Send Bulk SMS Using Tool
- SMS Template and Report Analysis
- How to Purchase Credits?