



Web Hosting Service
INR 6,500/-



Professional SEO Software
INR 3,500/-



Professional Wordpress Theme
INR 4,200/-



DIY e-Commerce Template
INR 3,800/-



















Social Listening Tool
INR 6,000/-



And Much More...

COURSE CURRICULUM







Basic Concepts of Marketing





















	Introduction to Marketing ▾		00:10:00
	Marketing Basics		00:05:00
	Marketing Environment		00:10:00
	SWOT Analysis		00:05:00
	Marketing Plan / Strategy		00:10:00
	Brand management and 4Ps		00:10:00
	Integrated Marketing Communication		00:10:00
	Segmentation, Targeting and Positioning		00:10:00

Concept Overview & Brush-up











	Digital Marketing Concepts Overview & Brush-up PPT		02:00:00
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Digital Marketing Fundamentals





	<u>Introduction to Digital Marketing</u> ▾	FREE		00:25:00
	Key Performance Indicators ▾			00:15:00
	Types of Digital Marketing ▾			00:20:00

	The Noob Guide to Digital Marketing ▼		00:30:00
	Digital Marketing Mix ▼		00:20:00
	Digital Marketing Process ▼		00:15:00
	How Search Engines read a website? ▼		00:25:00
	Latent Semantic Indexing ▼		00:20:00
	Business analysis ▼		00:10:00
	<u>Landing Page Guidelines</u> ▼	FREE 	00:20:00
	Top 3 Call to Action Techniques that work ▼		00:15:00
	Sales Messaging & Conversion rate optimization ▼		00:20:00
	Anatomy of a SERP ▼		00:40:00

SEO

	SEO ▼		00:15:00
	On-page SEO Factors ▼		00:45:00
	Google Ranking Factors ▼		01:30:00
	Keyword Research ▼		00:45:00
	Competition Analysis ▼		00:35:00













On-Page SEO Fundamentals

	SEO Title Tags ▼		00:15:00
	Meta Description ▼		00:15:00





















▶	Meta Keywords ▼	🕒	00:15:00
▶	SEO Permalink Structure ▼	🕒	00:15:00
▶	Breadcrumbs & SILO Content Structure ▼	🕒	00:30:00
▶	Heading Tags – H1, H2, H3, H4, H5, H6 ▼	🕒	00:10:00
▶	<u>Image ALT Tags</u> ▼	FREE 🕒	00:15:00
▶	Keyword Proximity ▼	🕒	00:15:00
▶	Keyword Density & Consistency ▼	🕒	00:25:00
▶	SEO Content writing style ▼	🕒	00:10:00
▶	Contextual Internal & External Links ▼	🕒	00:25:00
▶	On-page SEO for a Self-Hosted WordPress Web page ▼	🕒	00:35:00

Advanced SEO



▶	301 Permanent Redirect and Canonical Tags ▼	🕒	00:30:00
▶	Sitemap ▼	🕒	00:20:00
▶	Robots.txt and Meta Robot ▼	🕒	00:25:00
▶	Rich Snippets ▼	🕒	00:20:00
▶	Open Graph ▼	🕒	00:15:00
▶	Page Caching & Page Speed ▼	🕒	00:15:00
▶	RSS Feed ▼	🕒	00:20:00
▶	404-Error – Broken Links ▼	🕒	00:15:00

 Geo Tagging ▼	FREE		00:10:00
 Text to HTML Ratio ▼			00:15:00
 Mobile Responsiveness ▼			00:07:00
 Boilerplate Content & Cornerstone content ▼			00:10:00
 Various SEO Audit Tools ▼			00:30:00
 SEO Glossary ▼			00:30:00

Off-page SEO and Popularity building

 Types of Links ▼			00:20:00
 NoFollow, DoFollow Links and PageRank ▼			00:35:00
 Anchor Text and Natural Link Profile ▼			00:25:00
 Link Pyramid & Link Wheel ▼			00:10:00
 Link Building Best Practices, PA and DA ▼			00:20:00
 How to Find Relevant Sites for Backlinks ▼			01:00:00
 FFA / MFA Sites ▼			00:10:00
 SEO Don'ts (Black-hat Techniques) ▼			00:20:00
 Starter Guide for SEO by Google ▼			02:00:00
 SEO for beginners Handbook by SEJ ▼			02:00:00



Local SEO

 Google Local SEO & Map Listing ▼			00:15:00
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 Google Local Reviews Policy Guidelines ▼	 00:10:00
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Ecommerce SEO

 ECommerce SEO ▼	 00:30:00
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 5 Tips to optimize Ecommerce product detail page ▼	 00:10:00
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Google Search Console

 Google Webmaster Tools (GWT) or Search Console ▼	 01:30:00
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 Top 3 ways to combat Google Penalty ▼	 00:15:00
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Content Marketing

 The Anatomy of Content Marketing ▼	 00:15:00
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 The State of Content Marketing ▼	 00:15:00
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 The Path to Content Marketing ▼	 00:15:00
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 Where and how to do content marketing ▼	 00:20:00
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 How to grow your business using content marketing ▼	 00:15:00
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 How to get killer content ideas ▼	 00:15:00
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 21 Rules of Content Marketing ▼	 00:15:00
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 The Content Grid ▼	 00:20:00
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 Secrets of Killer Blog Posts ▼	 00:20:00
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

















Google Adwords/PPC

 What is Adwords ▼	 00:10:00
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	Definition of PPC/CPC & PPA/CPA, Enhanced CPC ▾		00:25:00
	Types of Ad Networks: Search, Display, Shopping, Video, Mobile ▾		00:25:00
	Image Ad Types ▾		00:07:00
	Bidding ▾		00:25:00
	Quality Score ▾		00:20:00
	Adwords Keywords ▾		00:25:00
	Broad Match Modifier ▾		00:10:00
	Ad Group & Ad Copy ▾		00:25:00
	Ad Extension ▾		00:20:00
	Remarketing ▾		00:25:00
	Automation Rules		00:15:00
	Dimensions ▾		00:20:00
	Conversion Tracking ▾		00:25:00
	Adwords Reports & Optimization ▾		00:15:00
	Adwords Policy ▾		00:15:00
	Adwords Help Center ▾		00:10:00
	How to create a search network only PPC campaign ▾		00:30:00
	Adwords Search Ads – Concept Excel Sheet ▾		00:30:00
	How to create a display network only campaign ▾		00:30:00











	How to create video ad campaigns ▼		00:15:00
	How to setup shopping ad campaign ▼		00:20:00
	How to create Gmail Ads? ▼		00:10:00
	Dynamic Search Ads ▼		00:10:00
	Adwords Screenshots ▼		00:30:00
	What is Free Clicks in Adwords? ▼		00:10:00
	Measuring performance in Search network Ads ▼		00:20:00
	Measuring Display Ad performance ▼		00:20:00
	Measure Video Ad Performance ▼		00:20:00
	Non-skippable Video Ads		00:10:00
	Monitor & Optimize Your Shopping Campaign ▼		00:30:00
	Analytics and AdWords ▼		00:20:00
	Other Media Buying Techniques ▼		00:15:00
	Useful Third Party Resources on SEM ▼		06:40:00
	Google adwords new interface with 7 exclusive new features		00:15:00
	Solved Question Answers for Adwords Fundamental ▼		01:00:00
	Solved Question Answers for Adwords Advanced Display Ads ▼		01:00:00
	Google Adwords Exam Study Materials ▼		04:00:00
	Google Adwords Exam Guide & Links ▼		02:00:00

Social Media Marketing





 What is Social Media Marketing 	 00:30:00
 Social KPI and Engagement Metrics 	 00:40:00
 Types of Social Media Marketing 	 00:30:00
 Social and Brand Building Guidelines 	 00:40:00
 Best Practices for Social Media Marketing 	 00:20:00
 Cross Platform Integration, Social Logins, etc 	 00:40:00
 Software Used in Social Media Marketing 	 00:22:00
 Sharing Avalanche of Social Media 	 00:30:00
 100 Killer Ideas for your Social Media Content	 00:30:00
 Facebook Profile 	 00:15:00
 All About Facebook Ads	 00:45:00
 Facebook Marketing: Use of Positive & Negative Emotion Words 	 00:20:00
 Facebook Blueprint Certification 	 01:00:00
 Get the most out of Twitter 	 00:20:00
 Social Media Marketing Handbook by SEJ 	 02:00:00

Email Marketing

















 Email Marketing – Complete Guide, Definition & Types 	 00:45:00
 CAN SPAM Act and Email List 	 00:10:00

	Subject and Body of an Email campaign ▼		00:15:00
	Email Click Rate and Bounce Rate ▼		00:10:00
	Email Spam and Abuse ▼		00:10:00
	Email blacklist, whitelist, opt-in and UTM tracking ▼		00:10:00
	Email Campaign Delivery Checklist ▼		00:10:00



Bulk SMS Marketing




	SMS Marketing ▼		00:20:00
	SMS Marketing- Type, Sender ID, DND/Non DND and more ▼		00:15:00

Google Analytics




























	Google Analytics – What to do and what to get? ▼		00:20:00
	Analytics Tracking Code ▼		00:10:00
	Analytics Goal Setup ▼		00:15:00
	Analytics Funnel View ▼		00:15:00
	Analytics Ecommerce tracking and WordPress plugin ▼		00:15:00
	How to Check Analytics and Derive Custom Report ▼		00:10:00
	Google Analytics – Explanation Excel Sheet ▼		00:30:00
	Solved Question Answer for Analytics ▼		01:00:00

Mobile Marketing







	Mobile App Marketing & ASO ▼		00:20:00
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 Mobile app development tools 	 00:25:00
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Website Planning & Creation

 How to select domain names 	 00:10:00
 Domain Control Panel 	 00:15:00
 Anatomy of Cpanel, Web Hosting and Types 	 00:30:00
 Filezilla & FTP Concept 	 00:20:00
 Softaculous Auto Script and about CMS – WordPress, Joomla, Drupal, Magento 	 00:25:00
 WordPress Theme and Backend 	 00:20:00
 WordPress Maintenance and Security 	 00:20:00
 Web Design and Content best practices 	 00:40:00
 Ecommerce concept 	 00:30:00


Affiliate Marketing

 Affiliate Marketing 	 00:25:00
 Affiliate Marketing – Platforms, Best Practices, Link Cloaking and more 	 00:30:00


ORM

 Online Reputation Management 	 00:20:00
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Lead Generation

 Lead Generation & Growth Hacking 	 00:30:00
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Earning Money Online

 Best ways to earn money online ▼	 01:00:00
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Content Writing

 Function & Purpose of a website ▼	 00:10:00
 Decoding Reader's Psychology ▼	 00:10:00
 Goal of a website – Writer's contribution ▼	 00:10:00
 Writing a compelling web page ▼	 00:10:00
 War of Words: Web Writer's Choice ▼	 00:10:00
 Building up web page content ▼	 00:10:00
 Writing Headlines that matter ▼	 00:15:00
 The ABC of bullet points ▼	 00:15:00
 Tips to write magnetic content ▼	 00:10:00
 Improve creativity in web content writing ▼	 00:10:00
 Role of keywords in web content writing ▼	 00:05:00
 Use of keywords in content heading ▼	 00:05:00
 Relevance of keyword density in web content ▼	 00:05:00
 Become a more productive content writer ▼	 00:05:00
 A writer's identity – Unique Voice ▼	 00:10:00
 Web Writer's Friend – Twitter ▼	 00:05:00
 How to create compelling content- By Brian Clark – Founder of Copyblogger ▼	 00:30:00







Effective Newsletter Writing























 Why newsletters? ▾		00:10:00
 What readers look for in your newsletter? ▾		00:10:00
 Subject line to increase open rates in newsletter ▾		00:10:00
 Get more CTR on your newsletter ▾		00:05:00
 Make your newsletter personal ▾		00:05:00
 Newsletter writing mistakes ▾		00:05:00
 Tips to write engaging newsletter content ▾		00:05:00
 Anchor text secrets of newsletter ▾		00:05:00
 Make your newsletter readers curious ▾		00:05:00
 Touch-base with your newsletter readers ▾		00:05:00
 Writing inspirational newsletter ▾		00:05:00
 Email Newsletters 101 by Michael Griffin ▾		02:00:00

Video Marketing


 Video Marketing ▾		00:15:00
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Add Ons





 Misc. Videos	FREE		00:45:00
 How to use Google search like a Pro ▾			00:20:00
 How Search Works in 2016 and thereafter... ▾			00:20:00

	Killer SEO Checklist [Infographic] ▼		00:30:00
	Bulk Location upload via Google Places or Google Local ▼		00:25:00
	More Local SEO Tips ▼		02:00:00
	What is Keyword cannibalization ▼		00:15:00
	Facebook Post Samples & Ideas ▼		00:20:00
	Digital Marketing – Brief Steps & Simple Blueprint ▼		00:15:00
	SEO for Multi-Lingual Websites		00:30:00
	What to consider while creating Robots.txt file for ecommerce sites ▼		00:15:00
	SEO Checklist for New Websites – Useful Third Party Resource ▼		00:18:00
	120 Adwords Scripts to supercharge your PPC campaign		01:00:00
	Insights & Books directly from Google		10:00:00



Reports & Templates

	Sample Report & Template Formats ▼		01:00:00
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Webinar

	Live Sessions and Webinars ▼		03:00:00
	Free Webinars on Digital Marketing ▼	FREE	 03:00:00




Case Studies

	Case Studies		01:00:00
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Evaluation Test

	SEO Quiz		00:30:00
	The Adwords Quiz		01:00:00



















Marketing Automation

	Marketing Automation 		00:10:00
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Online Bidding







































	Online Bidding – How to write a good proposal		00:00:00
	Online bidding – How to bid in Upwork		00:00:00
	Online Bidding – Few winning tips		00:00:00
	Online bidding – few good resources		00:00:00







































New uploads













	<u>Social Media Marketing Plan: How to</u>	FREE		00:04:00
	<u>Social Media Content idea generation</u>	FREE		00:04:00
	<u>Industry based hashtags and how to find them</u>	FREE		00:03:00
	<u>Hash Tags</u>	FREE		00:02:00
	<u>Right number of hashtags for your Facebook post</u>	FREE		00:03:00
	<u>Social Media Marketing – Goals & Objectives</u>	FREE		00:04:00
	2 Most Important Things That You Should Know For Social Media and SEO			00:10:00
	Social media audit			00:20:00
	Add pages to watch on Facebook			00:05:00

▶	Beat Algorithm Issues on Facebook With These Tips	⌵	00:05:00
▶	Best Social Media Platform When Target Group is Female	⌵	00:03:00
▶	Check Insights-of Facebook Page – Pageviews	⌵	00:05:00
▶	Create Brand Page on Google Plus	⌵	00:05:00
▶	How Many Characters are Right For Facebook Post	⌵	00:05:00
▶	How to bookmark a page on Diigo	⌵	00:05:00
▶	How to bookmark on stumbleupon	⌵	00:05:00
▶	How to change Facebook Page Layout	⌵	00:05:00
▶	How to create company page on LinkedIn	⌵	00:05:00
▶	How to create fb brand page	⌵	00:05:00
▶	How to create perfect post for Fb	⌵	00:05:00
▶	How to Create Twitter Profile	⌵	00:05:00
▶	How to scoop.it	⌵	00:05:00
▶	How to Set Preferred page audience for brand page – Facebook	⌵	00:05:00
▶	Selecting Audience For Facebook Post	⌵	00:05:00
▶	FB Message Reply & Auto Responder	⌵	00:05:00
▶	Social Media Content Research	⌵	00:10:00
▶	Keyword Ranking Report	⌵	00:05:00
▶	Keywords Ranking	⌵	00:05:00



▶	Social Bookmarking	⌵	00:10:00
▶	On-Page Optimization of Blog Hotel Coral	⌵	00:15:00
▶	Setting up Sitemap.xml through Yoast SEO plugin in WordPress	⌵	00:05:00
▶	Google Analytics Audience Overview	⌵	00:10:00
▶	Google Analytics Tracking Code Installation in WordPress	⌵	00:10:00
▶	AdWords Campaign Report	⌵	00:05:00
▶	Website Audit – 1	⌵	00:05:00
▶	Website Audit – 2	⌵	00:16:00
▶	Facebook Lead Generation Ad	⌵	00:30:00
▶	Upload product in Facebook Shopping Section	⌵	00:15:00
▶	Social Media Content Calendar	⌵	00:10:00
▶	Social Creatives Designing	⌵	00:05:00
▶	What to post on social media – basic content ideas	⌵	00:05:00
▶	Instagram Shadowban	⌵	00:05:00
▶	Pricing in Marketing	⌵	00:05:00
▶	LSI Keywords	⌵	00:05:00
▶	How to transfer wordpress from sub folder to root folder under same domain	⌵	00:15:00
▶	The AIDA Model	⌵	00:10:00
▶	New product development	⌵	00:10:00

	Positioning		00:10:00
	Product Strategy Planning		00:10:00
	Personal Selling		00:10:00
	Steps in communication process		00:05:00
	Interactive content in digital marketing		00:15:00
	Black Hat SEO		00:05:00
	Forum Posting		00:05:00
	Page ranking		00:05:00
	Personal Branding		00:10:00
	Ranking Algorithm		00:05:00
	Search Engines		00:05:00
	User Generated Content		00:05:00
	Artificial Intelligence in Digital Marketing		00:15:00
	Gamification & Digital Marketing		00:15:00
	Dynamic Remarketing Campaigns – Google Adwords		00:45:00
	Social Media Overview		00:15:00
	Facebook Overview		00:05:00
	Facebook Best Practices		00:10:00
	How to make your Facebook Page?		00:10:00

	LinkedIn Overview		00:10:00
	LinkedIn best practices		00:10:00
	Instagram Overview		00:05:00
	Instagram best practices		00:10:00
	Twitter overview		00:10:00
	Twitter best practices		00:10:00
	Facebook Pixel		00:20:00
	Youtube overview		00:10:00
	Youtube Best Practices		00:10:00
	Youtube hacks and tricks		00:15:00
	Google+		00:10:00
	Retargeting		00:10:00
	How to generate leads from Facebook – A handbook		01:00:00
	Lead generation guidebook for Pro users		01:00:00
	Online lead generation handbook for beginners		00:30:00
	Google webmasters guidebook		01:30:00
	Google analytics guidebook		00:30:00
	Overdelivery in Google Adwords		00:10:00
	How to write SEO meta tags for non wordpress websites (HTML/PHP)		00:10:00

	How to setup Facebook Base Pixel & Event pixel for lead conversion tracking ▼		00:10:00
	How to create a Bumper Video Ad campaign		00:15:00
	Black hat SEO – Complete Guide		00:30:00
	How to create custom look-alike audience in Facebook ads ▼		00:10:00
	Adwords new updates May 2018 ▼		00:30:00
	Introduction to Google Data Studio		00:30:00

Refer & Earn

	Refer & Earn	FREE		00:03:00
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EBOOKS

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