

2022-23

DIPLOMA IN DIGITAL MARKETING



GURUKUL

EDUCATIONAL AND
RESEARCH INSTITUTE

Subject and Syllabus

SYLLABUS

DIPLOMA IN DIGITAL MARKETING

DURATION:-6 MONTHS

726 BASICS DIGITAL MARKETING

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing & How did Internet Marketing work
- Traditional Vs. Digital Marketing & Types of Digital Marketing
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation

727 ANALYSIS AND KEYWORD RESEARCH

- Market Research & Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research & Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project

728 SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction To Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing
- Indexing
- Crawling

729 ON PAGE OPTIMIZATION

- Domain Selection
- Hosting Selection
- Metadata Optimization
- URL Optimization & Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Robot.txt
- OFF PAGE OPTIMIZATION
- Link Building Tips & Techniques
- Difference Between White Hat And Black Hat SEO
- Alexa Rank, Domain
- Directory Submission
- Social Bookmarking Submission
- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting
- Citations
- Profile link creations
- Infographics Submission



730 SEO UPDATES AND ANALYSIS

- Humming Bird Algorithm
- Penguin
- Google Panda
- Google Penalties
- SEO Tools For Website Analysis And Optimization
- Competitor Website Analysis And Backlinks Building
- Backlinks Tracking, Monitoring, And Reporting

731 LOCAL BUSINESS & GOOGLE MAPPING

