

Digital Marketing:- SEO, SMM, SMO, Content Writing, Email Marketing, Boost

<u>BASICS OF DIGITAL MARKETING</u>	<u>ANALYSIS AND KEYWORD RESEARCH</u>
• 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	• 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
<u>SEARCH ENGINE OPTIMIZATION (SEO)</u>	<u>ON-PAGE OPTIMIZATION</u>
• Introduction To Search Engine Optimization • How Did Search Engine work? • SEO Fundamentals & Concepts • Understanding the SERP • Google Processing • Indexing • Crawling	• Domain Selection • Hosting Selection • Meta Data 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
<u>OFF-PAGE OPTIMIZATION</u>	<u>SEO UPDATES AND ANALYSIS</u>
• Link Building Tips & Techniques • Difference Between White Hat And Black Hat SEO	• File handling Modes • Reading Files • Google Panda, • Penguin,

Website: www.nextgenindore.com

Contact Number: +919752683018, +917898460275

Address: Scheme No 78 Main Road 1st Floor, Front of Union Bank,
Nearby Utsah Restaurant & Mahindra Showroom, Indore, Madhya Pradesh 452010, INDIA

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• Alexa Rank, Domain • Link Acquisition Techniques • Directory Submission • Social Bookmarking Submission • Search Engine Submission • Web 2.0 Submission • Article Submission • Image Submission • Forum Submission • PPT Submission • PDF Submission • Blog Commenting	• Humming Bird Algorithm • Google Penalties • SEO Tools For Website Analysis And Optimization • Competitor Website Analysis And Backlinks Building • Backlinks Tracking, Monitoring, And Reporting
<u>LOCAL BUSINESS & GOOGLE MAPPING</u>	<u>Email Marketing</u>
• Creating Local Listing In Search Engine • Google Places Setup (Including Images, Videos, Map Etc) • Search Engine Visibility Reports • Verification Of Listing • Google Reviews	• Email Create • Email Campaign • Email Report • Lead Generation Through Email • Search New Email • Email Shorting & Verification • Email Tools and extension
<u>SOCIAL MEDIA OPTIMIZATION (SMO)</u>	<u>SOCIAL MEDIA MARKETING (SMM)</u>
• Social Media Optimization • Introduction To Social Media Networks • Types Of Social Media Websites • Social Media Optimization Concepts • Facebook, Google+, LinkedIn, • YouTube, Pinterest, • Hashtags • Image Optimization	• Facebook Optimization • Fan Page Vs Profile Vs Group • Creating Facebook Page For Business • Increasing Fans And Doing Marketing • Facebook Analytics • Facebook Advertising And Its Types In Detail • Creating Advertising Campaigns, • Payment Modes • Introduction To Twitter • Creating Strong Profiles On Twitter • Followers, ReTweets, Clicks, • Conversions, HashTags • LinkedIn Optimization

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	• What Is LinkedIn? • Individual Profile Vs. Company Profile • Branding On LinkedIn • Marketing On LinkedIn Groups • Google Plus • Tools & Techniques • Google + Groups • Google Plus For Businesses • Social Media Brand Account Creation(Google Facebook Twitter LinkedIn Instagram Pinterest) • Structure of Post • Post Template Creation • Content Creation On Social Media Post • Right Hashtag for your Post • Analysis of Likes, Share, Comment, Followers, and Retweet • Increase Brand Awareness • Identify Target Audience and Convert Goal • Report Generation on Post Reach • Facebook Ads
GOOGLE WEB ANALYTICS	GOOGLE SEARCH CONSOLE
• Getting Started With Google Analytics • Navigating Google Analytics • Real-Time Monitoring • Audience • Acquisition • Traffic Sources • Behavior • Content • Visitors • Live Data • Demographics	• Adding site and verification • Setting Geo-target location • Search queries analysis • Filtering search queries • External Links report • Crawls stats and Errors • Sitemaps • Robots.txt and Links Removal • HTML Suggestion
INTERVIEW PREPARATION	
• Resume Preparation • Interview Preparation	

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