

01

FUNDAMENTAL OF DIGITAL MARKETING

- ❖ What is Digital Marketing?
- ❖ What is Advanced Digital Marketing?
- ❖ Understanding Marketing Process
- ❖ Why Digital Marketing Wins Over Customary Marketing
- ❖ Understanding Digital Marketing Process

Expanding Visibility

- ❖ What is perceivability?
- ❖ Sorts of perceivability
- ❖ Case of perceivability

Guests Engagement

- ❖ What is engagement?
- ❖ Why it is vital?
- ❖ Case of engagement

Bringing Targeted Traffic

- ❖ Inbound
- ❖ Outbound

Changing over Targeted Traffic:

- ❖ Sorts of Conversion
- ❖ Understanding Conversion Process

Maintenance

- ❖ Why it is Important?
- ❖ Sorts of Retention

Execution Evaluation

- ❖ Why it is Important?
- ❖ Instruments Needed

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02

CONTENT MARKETING

- ❖ What is Content Marketing?
- ❖ Prologue to substance promoting
- ❖ Target of substance advertising
- ❖ Content promoting 7 stage system building process
- ❖ Step by step instructions to compose extraordinary convincing substance
- ❖ Keyword research for substance thoughts
- ❖ Optimizing content for web crawlers
- ❖ Talking about authority blog
- ❖ Steps towards creating authority blog
- ❖ Approaches to adopting authority biog
- ❖ Instructions to Market your Content
- ❖ Significance of second client
- ❖ The most effective method to expand second client
- ❖ Understanding online influencers
- ❖ 10 approaches to interface with online influences
- ❖ 35 one of a kind approaches to com pose attractive features
- ❖ Case study on content marketing

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- ❖ Understanding Internet
- ❖ Distinction between internet and web
- ❖ Understanding sites
- ❖ Understanding area names and space augment
- ❖ What is web server and web facilitating

Distinctive sorts of web sewers

- ❖ Distinctive sorts of sites
- ❖ In light of usefulness
- ❖ In light of reason

Arranging and Conceptualizing a website

- ❖ Booking a Domain Name and Webhosting
- ❖ Adding space name to web sewer
- ❖ Including pages and substance
- ❖ Including Plugins

Building site utilizing CNS as a part of Class

- ❖ Distinguishing goal of site
- ❖ Setting on Number of Pages Required
- ❖ Getting ready for Engagement Options
- ❖ Hiking Blueprint of Every website page
- ❖ Best and Worst Examples

04

GOOGLE WEBMASTER TOOLS

- ❖ Introduction
- ❖ Search Appearance
- ❖ Search Traffic
- ❖ Google Index
- ❖ Crawl

05

GOOGLE ANALYTICS

- ❖ Prologue to Google examination

How Google examination functions?

- ❖ Understanding Google examination account structure
- ❖ Understanding Google examination bits of knowledge
- ❖ Understanding treat following
- ❖ Sorts of treat following utilized by Google examination
- ❖ Beginning with Google examination
- ❖ The most effective method to set up examination account
- ❖ The most effective method to include examination code in site
- ❖ Understanding objectives and changes

How to setup objectives?

- ❖ Understanding distinctive sorts of objectives
- ❖ Understanding skip and ricochet rate
- ❖ Distinction between way out rate and bob rate
- ❖ Step by step instructions to diminish ricochet rate
- ❖ Step by step instructions to set up pipes in objectives
- ❖ Significance of channels
- ❖ Step by step instructions to incorporate adwords and examination account
- ❖ Advantages 0 coordinating adwords and examination
- ❖ Measuring execution of promoting effort by mean of Google investigation

What is connection labeling?

- ❖ Step by step instruction to set up connection labeling
- ❖ Understanding channels and fragments
- ❖ Step by step instructions to set up channels and portions
- ❖ Step by step instruction to see modified reports
- ❖ Checking movement source
- ❖ Checking movement conduct
- ❖ Taking remedial activities if required

06

SEARCH ENGINE ALGORITHM

- ❖ Overview
- ❖ Understanding Search Engine Algorithm
- ❖ How do Search Engine Algorithm work
- ❖ Penalties and Recoveries of Search Engine
- ❖ Panda & Penguin Algorithm
- ❖ Recovery of your site from panda, penguin and emd

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- ❖ What is SEO?
- ❖ Prologue to SERP
- ❖ What are Search Engines?
- ❖ How web indexes work?
- ❖ Significant elements of a web crawler
- ❖ What are Keywords?
- ❖ Diverse sorts of Keywords
- ❖ Google watchwords organizer instrument
- ❖ Watchword research process
- ❖ Understanding watchwords blend

Google Operator : So that you can discover anything on web on page streamlining

- ❖ What are essential watchwords, auxiliary catch phrase and tertiary watchwords?
- ❖ watchwords advancement
- ❖ Content enhancement and arranging
- ❖ Understanding your gathering of people for substance arranging
- ❖ What is the contrast between watchwords stuffing and catchphrase arrangement?
- ❖ Inside connecting
- ❖ Meta labels creation
- ❖ Making Webpage in HTML
- ❖ Utilizing google website admins instruments and site check
- ❖ Sitemap creation and Submission in site and website admin
- ❖ Instruments to compose an upgraded content
- ❖ Step by step instructions to compose a substance for article, blog and public statement

Off page improvement

- ❖ What is space power?
- ❖ The most effective method to build Domain power
- ❖ What are back connections?

08

LOCAL BUSINESS LISTING

- ❖ Creating local listing in search engine
- ❖ Google place setup
- ❖ Placing website on first page of Google Search
- ❖ Learn to make free Online Business Profile Page
- ❖ How to make monthly basis search engine visibility reports
- ❖ Verification on Listing

09

SOCIAL MEDIA MARKETING (SMM)

- ❖ What is Social Media?
- ❖ Understanding the current Social Media ideal models and brain research
- ❖ How Social Media Marketing is not quite the same as others
- ❖ Types of Internet Marketing

Facebook Marketing

Understanding Facebook Marketing

Down to earth session 1

- ❖ Making Facebook page
- ❖ Transferring contacts for welcome
- ❖ Exercise on fan page divider posting
- ❖ Expanding fans on fan page
- ❖ Instructions to do promoting on fan page (With illustrations)
- ❖ Fan engagement
- ❖ Imperative applications to do fan page promoting
- ❖ Facebook publicizing
- ❖ Sorts of Facebook publicizing
- ❖ Best practices for facebook publicizing
- ❖ Understanding facebook best practices
- ❖ Understanding edgerank and speciality of engagement

Useful session 2

- ❖ Making Facebook publicizing efforts
- ❖ Focusing in advertisement battle
- ❖ Installment module-CPC versus CPM versus CPA
- ❖ Setting up change following utilizing manager instrument advertisement
- ❖ Advance Facebook promoting utilizing devies like Qwaya

Linkedin Marketing

What is linkedin

I Understanding Linkedin

- ❖ Organization profile versus singular profiles
- ❖ Understanding Linkedin bunches
- ❖ The most effective method to do promoting on linkedin bunches
- ❖ Linkedin advertising and it best practices
- ❖ Linkedin distributed
- ❖ Organization pages
- ❖ Advertisement on linkedin
- ❖ Show versus content

Instagram Marketing

- ❖ Understanding Instagram
- ❖ The most effective method to do advertisng on Instagram
- ❖ Making Campany account
- ❖ Publising on Instagram
- ❖ Marketing Campaign
- ❖ Instragram advertisement
- ❖ Increase followers

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- ❖ Google Adwords Overview
- ❖ Understanding inorganic query items
- ❖ Prologue to Google Adwords and PPC promoting
- ❖ Diagram of Microsoft Adcenter (Bing and Yahoo) Setting up Google Adwords account

Understanding adwords account structure

- ❖ Crusades, Adgroups, Ads, Keywords, and so forth
- ❖ Sorts of Advertising effort Search, Display, Shopping and video
- ❖ Distinction between hunt and show battle

Understanding Adwords Algorithm

- ❖ How does Adwords rank promotions
- ❖ Understanding Adwords calculation (Ad rank) in point of interest with cases
- ❖ What is quality score
- ❖ Why quality score is essential
- ❖ What is CTR?
- ❖ Why CTR is critical?
- ❖ Understanding offers

Making Search Campaigns

- ❖ Sorts of Search Campaigns - Standard
- ❖ All elements, dynamic pursuit and item posting
- ❖ Google trader focus
- ❖ Making our first inquiry battle
- ❖ Doing effort level settings
- ❖ Understanding area focusing on
- ❖ Distinctive sort of area focusing on
- ❖ What is offering technique CPC

Understanding distinctive sorts of offer procedure

- ❖ Manual
- ❖ Auto

Propelled level offer techniques

- ❖ Improve CPC
- ❖ CPA

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ONLINE DISPLAY ADVERTISEMENT

- ❖ What is web promoting?
- ❖ Sorts of Online Advertising

Display Advertising

- ❖ Pennant Advertisements
- ❖ Rich Media Promotions
- ❖ Pop ups and Pop under promotions

Relevant / Contextual publicizing

- ❖ In Text promotions
 - ❖ In Image Promotions
 - ❖ In Video Promotions
 - ❖ In page advertisements
-
- ❖ What are payment modules?
 - ❖ Organizations that give web promoting solution
 - ❖ Following and measuring ROI of online Adv.
 - ❖ Task on assigning assets to different web promoting stages
 - ❖ Making Banner Ads Using Tools

**“ PLACING YOUR ADVERTISEMENT
ON STRATEGIC PLACES
(SEARCH RESULT PAGE) IS NO
ART BUT KNOWLEDGE ”**

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- ❖ Understanding Email marketing and its functions?
- ❖ Integrated Email Targeting
- ❖ Confronting challenges in sending mass messages
- ❖ Solutioning Challenges of messages
- ❖ Sorts of email promoting opt-in and mass messaging
- ❖ Knowing about email showcasing?
- ❖ Setting up email advertising account
- ❖ Best Stages to select in email showcasing
- ❖ Setting up records and web structure
- ❖ Making a show email
- ❖ What are automated assistants?
- ❖ Setting up automated assistants
- ❖ How to do mass messaging?
- ❖ Best practices to send mass messages
- ❖ Traps to arrive in inbox rather than spam organizer
- ❖ Top email showcasing programming's and a look at how to utilize them
- ❖ Enhancing ROI with A/B testing

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BLOGGING ADSENSE

- ❖ What is Blogging & AdSense
- ❖ How to get affirmed for ad sense?
- ❖ How to Join Google Network to Make Money?
- ❖ Cool trap to get adsense endorsement by Google
- ❖ Utilizing your adsense account interface
- ❖ Setting promotions on your website
- ❖ Making website with our FREE subject
- ❖ At that point we will share 1 mystery strategy Through which you will profit with adsense

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DIGITAL MARKETING INTERVIEW PREPRATION

- ❖ Gives yourself the ultimate advantage in a competitive job by market by strategically designing your resume
- ❖ Infographic resume special session for job seeker
- ❖ Your outstanding infographic resume toolkit
- ❖ Learn basics of infograph
- ❖ Learn to hold attention with bespoke text and design
- ❖ Knowledge about open source design software



THANK YOU !

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All Digital Marketing Solution's UNDER ONE ROOF



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