

Module 1: Search Engine Optimization

- Introduction to SEO
- Research and Keyword Analysis
- On Page Optimization
- Google Web Master Tools
- Of Page Optimization
- SEO Reporting

Module 2: Search Engine Marketing

- Creating Campaign
- Adwords Account Setup
- Website Optimizer
- Multi User Access
- Adgroups and keywords
- Ad formats and Ad Guidelines
- Conversion Tracking
- Display Network Targeting
- Reports

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Module 3: Social Media Optimization and Marketing

- Social Media Optimization Introduction
- Facebook Marketing
- Social Media Tools
- Twitter Marketing
- LinkedIn Marketing
- You tube Marketing
- Socialbook Marketing
- Others

Module 4: E-Mail Marketing

Module 5: Affiliate Marketing

Module 6: Online Reputation Management

Module 7: Web Analytics

Module 8: Online Money Making Practice

Module 9: Digital Marketing Setup Strategy

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