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ACADEMY

“Where Digital Learning Begins”



PREMIER

Google
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Bing

Google
CERTIFICATIONS FOR MARKETERS

facebook

YAHOO!

WEBHOPERS ACADEMY

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BE

THE NEXT



YEAR
2010
Bhavish & Ankit
Founded



YEAR
2010
Vijay
Shekhar
Sharma
Founded



YEAR
2011
Sandeep & Sanjay
Founded
✓ SHOPCLUES



Kulwant Nagi
Founder of Blogging Cage
bloggingcage
Blogging and SEO tips



YEAR
2007
Sachin & Binny
Founded



YEAR
2002
Anupam Mittal
Founded
shaadi.com
The World's Largest Matrimonial Service



Harsh Agrawal
Founder of Shout ME Loud
SHOUTMELOUD



Parul Bhargava
Founder of vcommission



YEAR
2008
Deepinder & Pankaj
Founded



sandeep Maheshwari
Motivational Speaker



YEAR
2010
Kunal & Rohit
Founded



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DIGITAL MARKETING COURSE

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“ We think the Webhoppers curriculum is super preparation for Digital Marketing ”

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PART - 1

DIGITAL MARKETING OVERVIEW

- What is Digital Marketing ?
- Why Digital Marketing is Important ?
- Why Digital Marketing over Traditional Marketing ?
- Techniques Used in Digital Marketing (SEO, PPC, SMM, SMM, Email Marketing, Display Advertising, Inbound Marketing, ORM)

PART - 2

MARKET RESEARCH AND ANALYSIS

- Keywords Research (Main Keywords, Key phrase, prefix and suffix)
- Competitor research (Competitor List, their presence, Competitor SERP, DA, PA)
- Target areas and goals.
- Roadmap Creation.
- Complete Domain Guide

PART - 3

WEBSITE CREATION AND PLANNING

- What is Domain name ?
- What are the top domain registrar names sites ?
- How to purchase domain names from different sites?
- What is web hosting server ?
- How to attach domain name with web hosting servers?
- How to install WordPress on hosting servers?
- Wordpress Backend training ?

PART - 4

SEARCH ENGINE OPTIMIZATION

- What is Search Engine Optimization ?
- What are search engines ?

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- Twitter Optimization
- Twitter Analytics

ON-PAGE SEO

- Title, url, meta description and keywords optimization.
- Heading tags, hierarchy and block level optimization,Image
- Presence of Bold, italic and listed items.
- Importance of unique content.
- Navigation in Page
- Anchor Text Optimization
- Keyword Proximity, Keyword Prominence,Keyword Density
- LSI (Latent Semantic Indexing)
- Rich media content Creation (Infographics, Slides, and Video Content)

ON SITE SEO

- Website structure
- Regular Updation
- Page Loading Speed
- Content and Code ratio
- Link Structure (Tree and Diamond)
- Breadcrumb.
- UI/UX

OFF-PAGE SEO

- Social Sharing
- Social Bookmarking
- Directory Submission
- Link Building Guide
- Link Equity
- Link Diversity
- Reciprocal link
- Link Frequency
- Guest Blogging

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SEARCH BEHAVIOUR

- CTR Impact
- Search Spam

LOCAL SEO

- Working process of Local Search Result
- Google Plus local Business Creation
- Bing Places
- NAP
- Citation for local seo

SEARCH ENGINES AND THE ALGORITHM

- How Search Engines like Google, Bing and Yahoo works
- Search Engine Sitemap Submission
- Search engines algorithm and their importance.
- (Panda, Penguin, Hummingbird and their importance)
- Search Engine Spams.

SOME IMPORTANT TERMS IN SEO

- 301 and 302 redirects and their usage
- rel="canonical" rel = "nofollow" , rel="Noindex"
- DA and PA
- Some Black Hat seo terms (Cloaking,Doorway pages, Link Farming, Content
- Spinning,Commenting, hidden text)
- Nofollow and Dofollow Links
- Robots.txt and .htaccess files
- Introduction to ASO
- Monthly Reporting

PART - 5

GOOGLE SEARCH CONSOLE TOOL

- Webmaster/Search Console Website Verifications

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- search appearance overview
- Understanding Search Analytics
- Site backlinks
- Managing Spam Backlinks
- Managing International and Local Ranking
- Analyse Google Indexing Status
- Removing Results from Google Indexing
- Understanding Crawling and it's issues
- Robot.txt tester and Sitemaps

PART - 6

GOOGLE ANALYTICS

- Overview of Google Analytics
- Getting tracking codes for websites
- Users Behaviour and users flow
- Getting insight of users behaviour on website
- Traffic analyses
- Goal setup

PART - 7

SOCIAL MEDIA MARKETING

- Facebook optimization
- Facebook Post methods,
- Example of perfect facebook post
- Hastag and tagging in facebook
- Understanding facebook Algorithm
- Creating ads on Facebook
- Facebook Analytics
- Twitter Optimization
- Twitter Analytics
- Creating Ads on Twitter
- Pinterest

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- Google Plus
- LinkedIn
- StumbleUpon
- Reddit

PART - 8

CONTENT MARKETING

- How to build Content marketing Strategy
- Create curation for audience
- Create Content in Slides, PDF,s And video format.
- How to get content development ideas.
- Content distribution through social media and other platforms

PART - 9

ECOMMERCE MARKETING

- eCommerece Market Research
- Is Content Necessary in eCommerce
- Site Structure for Ecommerce
- Ranking New Product
- Managing Duplicate Content
- Managing Seasonal Products
- eCommerce AdWords Structure
- eCommerce Affiliate marketing strategy

PART - 10

GOOGLE ADWORDS

- Introduction to Google AdWords
- Keyword Research in Pay Per Click Marketing
- Landing Page creation and optimization
- Creating first ad Campaign
- Creating Ad Group and Ad Copy
- Keyword Insertion.

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- Different type of Ad extension
- Remarketing ppc ad campaigns
- Quality Score Optimization
- Conversion tracking
- A/B testing and conversion optimization.
- Basics of display Advertising
- Different types of display ads format
- Display ads targeting using different methods
- Website traffic through YouTube Videos
- Using Youtube Videos for SEO

PART - 11

MOBILE MARKETING

- Creating Mobile Friendly User Interface
- Mobile apps for regular engagement
- App engagement and installment ads.

PART - 12

ONLINE BIDDING AND FREELANCING OVERVIEW

- Introduction to freelancing
- Overview of UpWork Freelancing platforms
- Profile creation and increase profile visibility.
- Cover letter creation
- Bidding strategy and proper utilization of bidding chances.
- How to receive Payment through UpWork in India

PART - 13

BLOGGING

- Introduction to blogging
- Difference between free hosted and paid blogging platforms.
- Introduction to Adsense and how it work with blogging and web portals.

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PART - 14

GOOGLE ADSENSE

- Google AdSense account requirements and eligibility criteria for approval in India.
- Different types of Ad Format
- Types of Earning
- Payment procedure

PART - 15

AFFILIATE MARKETING

- Introduction to affiliate Marketing
- How affiliate marketing model works
- Affiliate Marketing for increase sales and earning money
- Apply and approve process of different affiliate

PART - 16

ONLINE REPUTATION MANAGEMENT - ORM

- Online reputation basis
- Managing negative feedback
- ORM techniques
- Manually tracking audience behaviour using tools

PART - 17

VIDEO MARKETING

- Youtube Video creation
- YouTube channel creation and optimization
- YouTube Video Optimization
- Business Branding through youtube



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Pous
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ACADEMY

**WE MAKE
YOU FUTURE
READY**

*“Keep Learning & Accelerate Your Career
As A Professional Digital Marketer”*

~~yesterday~~
NOW
~~tomorrow~~

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