

**Advanced** 

DIGITAL MARKETING COURSE





**AFFILIATED WITH** 







# WEBHOPERS ACADEMY

# **ETHE NEXT**



NAMITA THAPAR
Emcure



ASHNEER GROVER

BharatPe



ANUPAM MITTAL shaadi.com



VINEETA SINGH SUGAR



PEYUSH BANSAL OO lenskart



RITESH AGARWAL



KAIVALYA VOHRA ZCPTO



DEEPINDER GOYAL **zomato** 

# **Table Of Contents**

## **SEO TRAINING COURSE**

Chapter 1

Digital Marketing: An Overview

**Chapter 2** 

Market Research and Analysis

**Chapter 3** 

Website Creation and Planning

Chapter 4

Search Engine Optimization: An Overview

**Chapter 5** 

On-Page SEO

**Chapter 6**Off-Page SEO

**Chapter 7** 

Technical SEO Analysis

**Chapter 8** 

Local SEO

**Chapter 9** 

Google Search Console Tools & Bing Webmaster

Chapter 10

Google Analytics 4 [GA4]

**Chapter 11** 

Google Algorithm Updates: SEO Trends

Chapter 12

Search Behavior

Chapter 13

Mobile App Optimization

#### **CHAPTER - 1**

#### DIGITAL MARKETING AN OVERVIEW

- Introduction To Marketing
- History Of Marketing
- Fundamentals Of Marketing
- Traditional Marketing An Overview
- Traditional Marketing: Advantages And Challenges
- Introduction To Digital Marketing
- Digital Marketing Vs Traditional Marketing
- Significance Of Digital Marketing
- Challenges Of Digital Marketing

#### **CHAPTER - 2**

#### MARKET RESEARCH AND ANALYSIS

- Keywords, Keywords Research, Keyword Planner Tools
- Market Research And Competitor Analysis (Competitor SERP, DA)
- Content Marketing Strategy
- Buyer Persona And Inbound Methodology

#### **CHAPTER - 3**

#### WEBSITE CREATION AND PLANNING

- What Is Domain Name And Its Types
- Websites To Buy Domain Name?
- What Is Hosting Server
- WordPress Tools For SEO: Yoast, All In One SEO, Rank Math

#### **CHAPTER - 4**

#### SEARCH ENGINE OPTIMIZATION AN OVERVIEW

- What Is Search Engine Optimization?
- What Are Search Engines? How They Work
- Types Of SEO
- SEO Practices

#### **CHAPTER - 5**

#### **ON-PAGE SEO**

- Title, URL, Meta Description, And Keyword Optimization
- Heading Hierarchy Tags, Keyword Density, Keyword Proximity, Keyword Prominence
- Image Optimization
- Content Optimization
- · Anchor Text Optimization, Pillar Page, And Topics Cluster
- The Art Of Storytelling With Your Content

#### **CHAPTER - 6**

#### **OFF PAGE SEO**

- Social Sharing
- Guest Blogging
- Blog Commenting
- Web 2.0
- Social Bookmarking
- · Link Building Guide: Link Quality And Link Diversity
- · No Follow Do Follow, Backlinks

#### **CHAPTER - 7**

#### **TECHNICAL SEO ANALYSIS**

- Website Structure
- Breadcrumb
- URL Structure
- UI/UX Role
- Core Web Vitals
- Robot.txt
- Canonical Errors
- Redirects 302, 303, 301
- Sitemaps (HTML & XML)

#### **CHAPTER - 8**

#### **LOCAL SEO**

- Google Business Profile, Bing Places For Business
- Citation For Local SEO

#### **CHAPTER - 9**

#### GOOGLE SEARCH CONSOLE TOOLS & BING WEBMASTER

- Webmaster/Search Console Verification
- Search Appearance Overview
- Understanding Search Analytics
- Site Backlink
- Managing Spam Backlinks
- Managing International And Local Ranking
- Google Indexing
- Understanding Crawling And Its Issues With Bing Webmaster

#### **CHAPTER - 10**

#### **GOOGLE ANALYTICS 4 [GA4]**

- Overview Of Google Analytics
- Tracking Codes For Websites
- User Behaviour And User Flow
- Getting Insight Of User Behaviour
- Traffic Analysis
- Goal Setup Using Tag Manager

#### **CHAPTER - 11**

#### GOOGLE ALGORITHM UPDATES: SEO TRENDS

SEO Measure And Reporting: KPI's And Smart Goals

#### **CHAPTER - 12**

#### SEARCH BEHAVIOUR

- CTR Role in SEO
- Search Spam (Japanese Hack, Pharmacy Hack) etc.

#### **CHAPTER - 13**

#### MOBILE APP OPTIMIZATION

- Overview Of Mobile App And Its Elements
- How To Do SEO For Mobile Apps
- Why SEO For Mobile Apps Is Important



### WEBHOPERS TRAINEES ARE WORKING AT

































Where Digital Learning Begins

# WEMAKE YOUFUTURE READY...

Keep Learning & Accelerate Your CareerAs A Professional Digital Marketer

<del>yesterday</del>

NOW

tommorow

