

# Digital Marketing



## SEO (Search Engine Optimization)

1. Website and Search Engine Basics
2. On Page Optimization
3. Off Page Optimization
4. Google Webmaster tools
5. Google Analytics & SEO Reports
6. Live Project

## SEM-Online Branding

1. Google Ad words
2. Ad Creation for PPC Campaigns
3. Introduction of Landing Page for PPC
4. Bidding and Budget
5. PPC Reporting
6. Live Project

## SMO /SMM

1. Basic Concepts of Ad Creation and Posting
2. Marketing using Facebook
3. Marketing using Twitter
4. Using LinkedIn for Business
5. Live Project



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