GOOGLE ADWORDS

- Account creation, billing methods and understanding the AdWords structure

- Understanding payment modes- PPC, CPM, CPA, CPL, and understanding marketing funnel

- Campaign structuring, Keyword research and Identification, Landing page optimization, Ad format and ad copies AdWords policies: Text format, Display format

- Targeted ads on Google display network, Dynamic Ads on search network, Remarketing techniques

- Campaign Placement and targeting, Campaign Optimization: Geo-targeting, Bid Managements, time schedules, Setting automated rule parameters

- Google AdWords Certification

SEO ON PAGE

- Initial Site Analysis, Competition Analysis, Keyword Research, Keyword Density, Title/Description/Keyword/Other Meta Tags Development

- Site (URL) Structure Analysis, Web Designing Basics, URL renaming/re-writing, Content Development Check,H1, H2, H3 Tags, Anchor Text

- Existing Web Content Optimization, Image Optimization, Use of robots.txt, HTML Validation, Creation of XML/HTML/Text Sitemaps.

- Understanding Cannibalisation, canonicalisation, International targeting, Multilingual targeting

SEO OFF PAGE

- Understanding links, anchors, follow nofollow

- Google Mapping/Listing, Press release news syndication, RSS (Really Simple Syndication) Local and regional search engine indexing

- Forum Posting & Posting Free Classifieds, Yahoo Answer Link Building,

- Article submissions, PR submissions, Guest Blogging, Commenting

SOCIAL MEDIA

- Facebook- opengraph, Page creation, content strategy, hashtags, facebook applications, paid advertisements, analytics

- Twitter- Page creation hashtags, discover, cards, strategies to add followers

- Youtube- Channel creation, video promotion, increase viewership

- Linkedin- Content strategies, paid promotion

GOOGLE ANALYTICS

- Google analytics setup, understanding how google analytics

- Goal settings, creating channels, dimensions and metrics

- Understanding key metrics- pageviews, source, medium, bounce rate, segments, sessions

- Multi channel funnels, conversion sources, goal analysis, Understanding customer demographic and behavioral aspects.