



BLOGINGURU

BASIC DIGITAL MARKETING

WWW.BLOGINGURU.COM

**OPENING DOORS
TO DIGITAL SUCCESS**



**JOIN THE
DIGITAL MOVEMENT...**

**Go Digital
Go Global**



BLOGGING GURU



WHO IS THIS FOR?

- Entrepreneurs
- Business Executive
- Bloggers



WHAT CAN YOU EXPECT?

DEEP DIVE INTO PPC MARKETING, SOCIAL MEDIA, SEO, CONTENT MARKETING & ANALYTICS AND UNDERSTAND THE FUNDAMENTALS IN BRANDING & MARKETING.

LEARN FROM INDUSTRY EXPERTS
INSTRUCTOR HAVE 10+ YEARS BOTH
PRACTICAL, PLANNING & STRATEGICAL BASED
INDUSTRY KNOWLEDGE ON ALL ONLINE
DIGITAL MARKETING PLATFORMS

EXPERIENCE CASE STUDIES & PROJECTS
MOVE BEYOND JUST SOCIAL MEDIA, PPC OR
SEO. LEARN TO STRATEGIZE & EXECUTE
CROSS-CHANNEL CAMPAIGNS AND
UNDERSTAND BRANDING AND
COMMUNICATION IN A DIGITAL WORLD

MASTER SKILLS & TOOLS
ACQUIRE CHANNEL-LEVEL SKILLS, TACTICS &
TOOLS TO ATTRACT QUALITY TRAC &
CONVERT THEM ACROSS DIGITAL SOURCES.



COURSE CONTENT

- BASICS OF DIGITAL MARKETING
- SEO TRAINING
- PPC TRAINING
- SOCIAL MEDIA MARKETING
- E-MAIL MARKETING
- E-COMMERCE MARKETING
- REPUTATION MANAGEMENT
- GEO MARKETING
- COMPETITION ANALYSIS
- GOOGLE ANALYTICS
- GOOGLE AD SENSE
- INBOUND MARKETING
- WEB MASTER TOOL



MODULE-1 **BASICS OF** **DIGITAL** **MARKETING**

- ABOUT DIGITAL MARKETING
- HIERARCHY IN DIGITAL MARKETING
- PUSH VS PULL DIGITAL MARKETING
- HOSTING & SERVERS – IMPORTANCE
- SEARCH ENGINE COMMANDS
- INDEXING, ROBOTS, CACHING ▶
- BASICS OF HTML
- TITLE, DESCRIPTION, META TAGS
- WEBSITE DEVELOPMENT PLATFORMS
- WORDPRESS DYNAMIC WEBSITE MANAGEMENT
- INSTALLING DYNAMIC WEBSITE ON SERVERS
- HOW SEARCH ENGINES WORK
- ALEXA.COM



MODULE-2 SEO TRAINING

PART 1 KEYWORDS

- TYPE OF KEYWORDS
- KEYWORDS RESEARCH TECHNIQUES
- Multiple Keyword research
- KEYWORD APPLICATION STRATEGY
- GOOGLE INSIGHTS/TRENDS
- HOW TO CHOSE RIGHT KEYWORDS VIA TRENDS



MODULE-2

SEO

TRAINING

PART 2

LINK BUILDING BASICS

- CREATING BACK LINKS
- CREATING CONTEXTUAL LINKS
- BACK-LINKING RULES
- BACKLINK CHECKER TOOLS

PART 3

COMPETITION ANALYSIS

- ANALYSING CLIENT WEBSITES
- CREATING SEO REPORT
- REATING SEO PROPOSE



MODULE-2 SEO TRAINING

PART 4 ON PAGE OPTIMISATION

- ON-PAGE TECHNIQUES FOR DYNAMIC/HTML WEBSITE
- GOOGLE YAHOO ON-PAGE TIPS
- KEYWORD DENSITY
- 301 & OTHER REDIRECTS
- CONTENT OPTIMISATION
- ON-PAGE SOCIAL FACTOR
- INTEGRATION OF SOCIAL PLUGINS & IMPORTANCE
- GOOGLE ALGORITHMS AND UPDATES



MODULE-2 SEO TRAINING

PART 5 OFF PAGE OPTIMISATION

- GOOGLE OFF PAGE RANKING ALGORITHM
- LINK BUILDING FORMULA
- LINK SPAMMING
- QUALITY VS QUANTITY LINKING
- DIRECTORY SUBMISSION
- SOCIAL BOOKMARKING
- Article Submission
- PRESS RELEASE



MODULE-2 SEO TRAINING

PART 5 OFF PAGE OPTIMISATION

- BLOG SUBMISSION
- FORUM POSTINGS
- IMAGE SUBMISSION
- QUESTION ANSWERS PORTALS
- CLASSIFIED SUBMISSION
- FORUM SUBMISSION & APPLICATION
- Linking of Dynamic Websites
- AUTHORITY CHECKERS – HOW TO ANALYSE



MODULE-2

SEO

TRAINING

PART 6

GOOGLE SEARCH CONSOLE

– WEBMASTER

- BLOG SUBMISSION
- A KEY TO SEO TRAINING & SUCCESS
- HOW TO RANK YOUR WEBSITE IN SPECIFIC COUNTRY
- Resolving Website Errors
- GEO TARGETING
- 301 REDIRECT
- DOMAIN OPTIMISATION
- SPAM CONTROL



MODULE-2 SEO TRAINING

PART 6 GOOGLE SEARCH CONSOLE – WEBMASTER

- SITE LINK CONTROL
- AWESOME TOOL TO CHECK INCOMING LINKS
- MALWARE CHECK



MODULE-2

SEO

TRAINING

PART 7

GOOGLE PLACES/LOCAL RANKINGS

- SEO FOR LOCAL BUSINESS
- HOW TO RANK YOUR WEBSITE IN LOCAL SEARCHES
- GET RANKING ON LOCAL KEYWORDS
- VERIFICATION AND INSTALLATION PROCESS
- HOW TO INCREASE STAR RATINGS



MODULE-2

SEO

TRAINING

PART 8

GOOGLE ANALYTICS

- BLOG SUBMISSION
- HOW TO INCREASE TRAFFIC BASED ON ANALYTICS
- HOW TO DOUBLE YOUR CONVERSIONS
- INSTALLATION & CONFIGURATION
- GOAL SETUP & TRACKING
- GEO TARGETING
- KEYWORD TRACKING
- REFERRAL TRACKING
- CONVERSION TRACKING



MODULE-2

SEO

TRAINING

PART 9

SOFTWARES/PLUGINS

- ROBOFORM
- FTPS
- KEYWORD FINDERS
- SEARCH RANKING SOFTWARES
- CONTENT SNIPPERS
- PLAGIARISM CHECKERS
- AUTHORITY CHECKERS
- RANK CHECKERS
- SEO OPTIMISATION PLUGINS -
QK



MODULE-2 SEO TRAINING

PART 10 GOOGLE ADSENSE EARNING PROGRAM

- ACCOUNT CREATION
- CODE INSTALLATION
- HOW GOOGLE ADSENSE WORK
- LEGAL WAYS OF GOOGLE EARNING PROGRAM
- WEBSITE POLICIES



MODULE-2 SEO TRAINING

PART 11 MOBILE SEO

- MOBILE SEO STRATEGIES
- MOBILE SEO TOOLS
- MOBILE SEO PLUGINS
- RANKING STRATEGIES FOR MOBILE SEO



MODULE-3 SEO TRAINING

PART 12 GOOGLE TOP UPDATES

- ACCOUNT CREATION
- GOOGLE HUMMINGBIRD UPDATE
- GOOGLE PANDA UPDATE
- GOOGLE PENGUIN UPDATE
- PIRATE 2.0
- GOOGLE EMD (EXTRA MATCH DOMAIN) UPDATE
- CODE INSTALLATION



MODULE-3 PPC TRAINING

PART 1 KEYWORDS: PLANNING PAID KEYWORDS

- TYPE OF KEYWORDS
INSERTION
- PAID CAMPAIGNS ON PAGE
OPTIMISATION
- PAID CAMPAIGNS MAJOR
TERMS
- MMC ACCOUNT – MY CLIENT
CENTRE



MODULE-3 PPC TRAINING

PART 2 CAMPAIGN DESIGNING

- ADS GROUP DESIGNING
- AD MAKING
- ADDING KEYWORDS
- NEGATIVE KEYWORDS



MODULE-3 PPC TRAINING

PART 3 SITE LINKING

- SITE EXTENSIONS
- OTHER EXTENSIONS
- MOBILE EXTENSIONS
- GEO TARGETING OF ADS
- CAMPAIGN OPTIMISATION
- TARGETING MOBILE DEVICES



MODULE-3 PPC TRAINING

PART 4 ADS CONVERSION

- CONVERSION CODE INSTALLATION
- CONVERSION TRACKING
- LIVE BIDDING



MODULE-3 PPC TRAINING

PART 5 DISPLAY ADS

- DISPLAY CAMPAIGNS
- DISPLAY PLANNER
- CONTEXTUAL DISPLAY ADVERTISING
- CONTEXTUAL MANAGED ADVERTISING
- DISPLAY MANAGED ADVERTISING
- CPV MANAGEMENT
- CPC/CPM



MODULE-3 PPC TRAINING

PART 6 ADS REMARKETING

- REMARKETING SET-UP
- RETARGETING
- REBRANDING TO TARGETED AUDIENCE

PART 7

- GOOGLE PLAY
- GOOGLE YOUTUBE – B



MODULE-3 PPC TRAINING

PART 8

- GOOGLE MOBILE WEB MARKETING
- GOOGLE MOBILE APP MARKETING



MODULE-3

PPC

TRAINING

PART 9

- REPORTING
- FRAUD CLICK ANALYSIS
- ENHANCED CAMPAIGNING
- GOOGLE ANALYTICS LINKING
- ACCOUNT SHARING AND PERMISSIONS
- BILLING
- HOW TO BECOME A GOOGLE PARTNER



MODULE-3 PPC TRAINING

PART 10

- COST PER ACQUISITION MANAGEMENT
- AUCTION INSIGHTS
- SEGMENTATION
- DAY PARTING
- FILTERS
- LABELLING
- CHANGE HISTORY
- AUTOMATION
- ADWORDS OPPORTUNITIES
- ACCOUNT ACCESS



MODULE-3

PPC

TRAINING

PART 11

- ADVANCE CAMPAIGN AUTOMATION
- ADVANCE CAMPAIGN LOW COST ADVERTISING
- ADVANCE CAMPAIGN BROAD STRATEGIES
- COMPETITION ANALYSIS SOFTWARES



MODULE-4 **SOCIAL MEDIA** **MARKETING** **AND** **OPTIMISATION**

PART 1 **FACEBOOK**

- CREATING STRONG PROFILE ON FACEBOOK
- CREATING PAGES AND GROUPS
- INCREASING ENGAGEMENTS
- PRODUCT & BRAND PROMOTION ACTIVITIES ▶ PAID ADS ON FB
- CAMPAIGN DESIGNING & STRATEGISING
- FB BRANDING TECHNIQUES
- FB MARKETING APPS
- FB MINI WEBSITE APPS
- FB LEAD GENERATION

PART 2 TWITTER

MODULE-4 SOCIAL MEDIA MARKETING AND OPTIMISATION

- HOW TWITTER WORKS
- INCREASING BRAND AWARENESS THROUGH TWITTER
- INCREASING FOLLOWERS ON TWITTER
- PRODUCT & BRAND PROMOTION ACTIVITIES
- HOW RETWEETING, # TAGS AND @ WORKS
- TWITTER CARDS

PART 3 LINKEDIN

MODULE-4 SOCIAL MEDIA MARKETING AND OPTIMISATION

- CREATING STRONG PROFILE ON LINKEDIN
- CREATING PAGES AND GROUPS
- INCREASING ENGAGEMENTS
- LEAD GENERATION TIPS & TECHNIQUES
- PRODUCT & BRAND PROMOTION ACTIVITIES
- PAID ADS
- CAMPAIGN DESIGNING & STRATEGISING
- BRANDING TECHNIQUES
- LINKEDIN MARKETING APPS & PLUG-INS
- JOBS/HIRING TIPS



MODULE-4 **SOCIAL MEDIA** **MARKETING** **AND** **OPTIMISATION**

PART 4 **GOOGLE+**

- HOW GOOGLE+ WORKS
- CREATING PAGES AND GROUPS
- BENEFITS OF +1 CODEIMPACT ON SEARCH ENGINE
- IMPLEMENTATION AND MARKETING +1
- PRODUCT & BRAND PROMOTION ACTIVITIES & ENGAGEMENT



MODULE-4 **SOCIAL MEDIA** **MARKETING** **AND** **OPTIMISATION**

PART 5 **YOUTUBE**

- SETTING-UP CHANNEL
- UPLOADING & MANAGING VIDEOS
- INCREASING VIDEO ENGAGEMENT
- UNDERSTANDING INTERACTION RATE
- YOUTUBE PAID ADS
- YOUTUBE LEAD GENERATION



MODULE-4 SOCIAL MEDIA MARKETING AND OPTIMISATION

PART 6 PINTEREST

- HOW IT WORKS?
- CREATING BOARDS
- UPLOADING PINS
- PIN IT TIPS
- INTEGRATING ON YOUR WEBSITE



MODULE-5 E-MAIL MARKETING

PART 1

- EMAIL MARKETING SERVERS
- EMAIL MARKETING OPEN SOURCE CMS
- TYPE OF EMAIL MARKETING CAMPAIGNS
- RETENTION EMAIL MARKETING



MODULE-5 E-MAIL MARKETING

PART 2

- Designing Email Campaigns
- TYPE OF CAMPAIGNS
- DESIGNING HIGHLY
CONVERSION CAMPAIGNS
- EMAIL LIST MANAGEMENT
- THE EMAIL BODY
- VIDEO MARKETING OVER
EMAIL
- CONTENT THAT USER WOULD
LOVE



MODULE-5 **E-MAIL** **MARKETING**

PART 3

- DATABASE MANAGEMENT
- EXTRACTING DATA
- PAID DATA
- DATA COLLECTION
- VALIDITY AND DELIVERABILITY



MODULE-5 E-MAIL MARKETING

PART 4

- TRACKING AND ANALYSIS
- CALL TO ACTION
- CONVERSION TRACKING
- EXPERIMENTS EMAIL NEWSLETTERS
- OPTION & OPT-OUT



MODULE-5 E-MAIL MARKETING

PART 5

- HOW TO MAXIMISE INBOX DELIVERIES
- LEGAL COMPLIANCES AND MEASURES
- CAN-SPAM ACT
- GUERRILLA EMAILMARKETING
- DEDICATED EMAIL MARKETING
- HARDCORE EMAIL CAMPAIGNS AND KILLER NEWSLETTERS



MODULE-6 **E-COMMERCE** **MARKETING**

- SEO STRATEGY
- PPC SET-UP AND STRATEGY
- LANDING PAGE OPTIMISATION
- SHOPPING AND ORM SOLUTIONS
- MOBILE MARKETING STRATEGY
- MOBILE MARKETING
- TESTING & ANALYTICS
- CMS BACKEND
- GATEWAY PROVIDERS & POLICIES
- CORE SELLING STRATEGIES



MODULE-7 REPUTATION MANAGEMENT

- BUILDING BRAND
- POSITIVE VS NEGATIVE
- DO'S AND DON'T'S
- PROMOTING BRAND AWARENESS
- REBUILDING BRAND IMAGE
- BRAND BUILDING TOOLS AND APPS
- ROLE OF DIGITAL MARKETING CONCEPTS IN ORM
- QUICK TIPS ON BRAND BUILDING
- CONTENT MANAGEMENT SYSTEM FOR ORM
- SOFTWARE AND TOOLS FOR ORM



MODULE-8

GEO MARKETING

- BUILDING BRAND
- GEOGRAPHICAL MARKETING PLANNING
- IP BASED GEO TARGETING
- WEBSITE PLANNING BASED ON GEO TARGETING
- KEYWORDS SELECTION BASED ON GEO TARGETING
- WEBMASTER GUIDELINES & SETTINGS
- HOW TO REACH VISITORS FROM DIFFERENT COUNTRIES
- HOW TO MARKET THE WEBSITE IN DIFFERENT COUNTRIES



MODULE-9

COMPETITION

ANALYSIS

- RANK OVER YOUR COMPETITORS ON GOOGLE
- GET HIGHER CONVERSION RATES IN PPC (ADWORDS, YAHOO ADS, YOUTUBE) USING YOUR COMPETITOR DATA
- TRACK EVERYTHING YOUR COMPETITORS ARE DOING ONLINE
- FIND WHAT PPC KEYWORDS ARE PROVIDING YOUR COMPETITORS WITH THE MOST REVENUE.
- IMPROVE YOUR STRATEGY & ONLINE MARKETING EFFORTS TO INCREASE SALES & ROI
- SAVE TIME & MONEY BY UNDERSTANDING WHAT IS WORKING FOR YOUR COMPETITORS
- PROACTIVELY MONITOR NEW COMPETITORS STRATEGIES & ADAPT TO THEM



MODULE-10

GOOGLE

ANALYTICS

- SOFTWARE TO TRACK VISITOR DATA
- TRACKING CONVERSIONS
- REPORTING
- SETTING UP GOALS & TRACKING
- UTM TRACKING
- TRAFFIC ANALYSIS
- SALES TRACKING
- SIGN UP TRACKING
- SOURCES
- DIMENSIONS
- METRICS
- VISITORS FLOW
- DATA FILTERING



MODULE-11

GOOGLE

AD-SENSE

- HOW TO APPLY FOR ADSENSE ACCOUNT
- GOOGLE POLICIES
- TACTS AND TECHNIQUES
- LIVE PROJECT ANALYSIS



MODULE-12 INBOUND MARKETING

- ATTRACTING YOUR POTENTIAL CUSTOMERS INTO CONVERSION FUNNEL
- LIFECYCLE EMAILS USING EMAILS LANDING PAGE
- CONVERSION OPTIMIZATION
- CONVERSION OPTIMIZATION PATTERNS FOR ENGAGING WEBSITE VISITORS



MODULE-13 GOOGLE WEBMASTER TOOL

- GOOGLE WEBMASTER TOOL
- INTRODUCTION
- SEARCH APPEARANCE
- SEARCH TRAFFIC
- GOOGLE INDEX
- CRAW

Certifications You Have After Completing The Course



BLOGINGURU CERTIFICATION



BLOGINGURU

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