

SEVENMENTOR TRAINING PVT.LTD

Digital Marketing Job Guarantee

Chapter #1: – The Basic Digital Marketing Components & Keyword Research

1. Introduction to Digital Marketing and SEO?
2. Overview to the Course
3. List of top SEO Tools We'll Use in this Course
4. Selecting a Nich/Topic + Domain + Web Hosting
5. Finding the Targeted Audience/Visitors
6. Keyword Research (Essentials)
7. Setting up Website
8. Adding Website to Search Engines Manually
9. Competitors' Analysis

Chapter #2: – Complete On-Page SEO

1. Important On-Page tips
2. Keyword Research
3. Deep Keyword Research techniques
4. H tags and the importance in SEO
5. Keyword Density
6. Keyword Proximity & Keyword Prominence
7. Permalinks
8. Interlinking
9. Meta Description
10. Meta Title

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

11. Optimizing Images
12. What is 301 redirect
13. What is Google Page insight
14. How to compress the css and Javascript in website
15. Cache optimization techniques
16. Publishing & Promoting the Article
17. Tracking the Keyword Using Webmasters tools and other tools
18. More Tips in On-Page SEO

Chapter #3: – Complete Off-Page SEO

1. How to Build Active Social Media Profiles
2. Adding & Verifying Website in Google Webmaster Tools
3. Adding Sitemaps to Bing & Google Webmaster Tools
4. Using Fetch As Google Tool
5. Updating the Article to Improve Ranking Quickly
6. Adding Video Content to the Site for More Viability
7. Uploading Video to Internet in Order to Create Backlinks
8. Submission to Active Blog Directories
9. What are Nofollow & Dofollow Backlinks?
10. Submitting Articles to Article Directories (For Backlinks)
11. Blog Commenting
12. Forum Posting to Create Backlinks (Including Signatures)
13. Forums Search Engines
14. Creating .Edu & .Gov Backlinks

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

15. Video Blogging to Improve SEO Ranking
16. Slide Sharing to Create Backlinks
17. Social Bookmarking (List of 300 Websites)
18. Guest Posting / Guest Blogging
19. Magic Ways to Create Dofollow Backlinks Easily
20. Break & Quick Tips....

Chapter #4: – More in Off-Page SEO

1. Robots.txt File (How to Create an SEO Friendly one for Blogger & WordPress)
2. What is DA and Tips to Improve it
3. What is PA and Tips to Improve it
4. What is Alexa Rank and Tips to Improve it
5. What's Bounce Rate and Tips to Improve it
6. What are LSI Keywords and How to Use Them

Chapter #5: – Google Webmaster Tools

1. Introduction to Google Webmaster
2. Google Webmaster Tools – Structured Data
3. Google Webmaster Tools – Structured Data Highlighter Tool
4. Google Webmaster Tools – HTML Improvements & Sitelinks
5. Google Webmaster Tools – Search Queries
6. Google Webmaster Tools – Links to Your Site + Internal Links
7. Google Webmaster Tools – Manual Actions + International Targeting
8. Google Webmaster Tools – Index Status + Site Keywords + Remove URLs
9. Google Webmaster Tools – Crawl Errors + Crawl Status
10. Google Webmaster Tools – Robots.txt File Tester + Sitemaps

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

Chapter #6: – Bing Webmaster Tools

1. Adding Website & Sitemap to Bing Webmaster Tools
2. Click Through Rates + Analytics in Bing Webmaster Tools
3. All other Options in Bing Webmaster Tools

Chapter #7: – Google Analytics Tool

1. Google Analytic Tools Integration
2. Google Analytic Tools Real Time
3. Google Analytic Tools Audience Overview

Chapter #8: – Google Algorithms

1. Introduction to Google Algorithms
2. The History & Updates of Google Algorithms
3. Google Algorithms – Quality Content Guidelines
4. Google Algorithms – Panda & Penguin
5. Google Algorithms – Panda & Penguin Tips to be on Safe Side
6. Google Algorithms – Rank brain
7. Google Algorithms– Fred
8. Google Algorithms – Manual Actions
9. Google Algorithms – Humming Bird
10. Google Algorithms – Pirate + EMD + Knowledge Graph

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

Chapter #9: – WordPress SEO Setting

1. Steps to Make Proper WordPress Setting
2. Top List of SEO Related WordPress Plugins
3. Other WordPress SEO Tips

Chapter #10: – Important SEO Tools

1. SEO Tools – Aherfs
2. SEO Tools – Majstic & Moz
3. SEO Tools – Alexa
4. SEO Tools – Small SEO Tools

Chapter #11: – Search Engine Marketing

1. Google Adwords Full Training Step by Step
2. Bing ads Full Training Step by Step
3. YouTube Ads Full Training Step by Step

Chapter #12: – Social Media Marketing

1. Facebook
2. Reddit
3. Instagram
4. LinkedIn
5. Twitter

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

Chapter #13: – E-mail Marketing

- 1) What is email marketing
- 2) How to build & manage email marketing list
- 3) What are the best tools for email marketing
- 4) What are open rates and how to optimize them
- 5) Creating an integrated email marketing campaign
- 6) Maximizing email deliver-ability to generate revenue

Chapter #14: – In Detail PBN Training

1. What is a PBN?
2. Why to use PBNS?
3. How to find out perfect Domain for PBN?
4. Where to host it?
5. How to Setup a PBN Manually?
6. How to Setup a PBN within 5 Mins ?

Chapter #15: – Google Adsense

1. What are the ad Types in Google Adsense?
2. How to check your insights?
3. Which ads are performing ads?
4. How to apply ads on your website?

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777

SEVENMENTOR TRAINING PVT.LTD

Chapter #16: – Google My business

1. How to create my business Local Listing?
2. How to get social signals for Google my business listing?
3. Secret sauce about my business listing?

Chapter #17: – Content Creation Automation

1. How to create unique content on push of button for links?
2. How to create human readable unique content for your website that user will interact?

Chapter #18: – Scrape box

1. Module 1
2. Module 2
3. Module 3
4. Module 4
5. Module 5

Chapter #18: – G-Scraper

1. Module 1
2. Module 2

SevenMentor
PVT.LTD

Office 21-25/A, First Floor Shreenath Plaza,
Dnyaneshwar Paduka Chowk, Pune, Maharashtra 411005
Mob : +91-7798058777