

SEVENMENTOR TRAINING PVT.LTD

Digital Marketing Course

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

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

Chapter #2: – Complete On-Page SEO

- Important On-Page tips
- Keyword Research
- Deep Keyword Research techniques
- H tags and the importance in SEO
- Keyword Density
- Keyword Proximity & Keyword Prominence
- Permalinks
- Interlinking
- Meta Description
- Meta Title
- Optimizing Images
- What is 301 redirect
- What is Google Page insight
- How to compress the css and Javascript in website
- Cache optimization techniques
- Publishing & Promoting the Article
- Tracking the Keyword Using Webmasters tools and other tools
- More Tips in On-Page SEO

Chapter #3: – Complete Off-Page SEO:

- How to Build Active Social Media Profiles
- Adding & Verifying Website in Google Webmaster Tools
- Adding Sitemaps to Bing & Google Webmaster Tools
- Using Fetch As Google Tool
 - Updating the Article to Improve Ranking Quickly

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

SEVENMENTOR TRAINING PVT.LTD

- Adding Video Content to the Site for More Viability
- Uploading Video to Internet in Order to Create Backlinks
- Submission to Active Blog Directories
- What are Nofollow & Dofollow Backlinks?
- Submitting Articles to Article Directories (For Backlinks)
- Blog Commenting
- Forum Posting to Create Backlinks (Including Signatures)
- Forums Search Engines
- Creating .Edu & .Gov Backlinks
- Video Blogging to Improve SEO Ranking
- Slide Sharing to Create Backlinks
- Social Bookmarking (List of 300 Websites)
- Guest Posting / Guest Blogging
- **Magic Ways to Create Dofollow Backlinks Easily**
- Break & Quick Tips....

Chapter #4: – More in Off-Page SEO:

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

Chapter #5: – Google Webmaster Tools:

- Introduction to Google Webmaster
- Google Webmaster Tools – Structured Data
- Google Webmaster Tools – Structured Data Highlighter Tool
- Google Webmaster Tools – HTML Improvements & Sitelinks
- Google Webmaster Tools – Search Queries
- Google Webmaster Tools – Links to Your Site + Internal Links
- Google Webmaster Tools – Manual Actions + International Targeting
- Google Webmaster Tools – Index Status + Site Keywords + Remove URLs
- Google Webmaster Tools – Crawl Errors + Crawl Status
- Google Webmaster Tools – Robots.txt File Tester + Sitemaps

Chapter #6: – Bing Webmaster Tools:

- Adding Website & Sitemap to Bing Webmaster Tools
- Click Through Rates + Analytics in Bing Webmaster Tools
- All other Options in Bing Webmaster Tools

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

SEVENMENTOR TRAINING PVT.LTD

Chapter #7: – Google Analytics Tool:

- Google Analytic Tools Integration
- Google Analytic Tools Real Time
- Google Analytic Tools Audience Overview

Chapter #8: – Google Algorithms:

- Introduction to Google Algorithms
- The History & Updates of Google Algorithms
- Google Algorithms – Quality Content Guidelines
- Google Algorithms – Panda & Penguin
- Google Algorithms – Panda & Penguin Tips to be on Safe Side
- Google Algorithms – Rank brain
- Google Algorithms– Fred
- Google Algorithms – Manual Actions
- Google Algorithms – Humming Bird
- Google Algorithms – Pirate + EMD + Knowledge Graph

Chapter #9: – WordPress SEO Setting:

- Steps to Make Proper WordPress Setting
- Top List of SEO Related WordPress Plugins
- Other WordPress SEO Tips

Chapter #10: – Important SEO Tools:

- SEO Tools – Aherfs
- SEO Tools – Majstic & Moz
- SEO Tools – Alexa
- SEO Tools – Small SEO Tools

Chapter #11: – Search Engine Marketing

- Google Adwords Full Training Step by Step
- Bing ads Full Training Step by Step
- YouTube Ads Full Training Step by Step

Chapter #12: – Social Media Marketing

- Facebook
- Reddit

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

SEVENMENTOR TRAINING PVT.LTD

- Instagram

Chapter #13: – E-mail Marketing

Chapter #14: – Introduction to PBN

What is a PBN?

How to create it?

Some Special tips that no one teaches in the market

Chapter #15: – Google AdSense

Chapter #16: – Google My business

How to create my business Local Listing?

How to get social signals for Google my business listing?

Secret sauce about my business listing?

SevenMentor
PVT.LTD

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