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SYLLABUS

Digital Marketing

Digital Marketing Fundamentals

- What is Digital Marketing Section
- Inbound vs Outbound Marketing Section
- Content Marketing Section
- Understanding Traffic Section
- Understanding Leads Section
- Strategic Flow for Marketing Activities

Website Planning and Structure

- Understanding WWW
- Domains Name
- Domain Name Registration
- Buying WebSpace | Hosting Space
- Website Language & Technology
- Core Objective of Website and Flow
- One Page Website
- Strategic Design of Home Page
- Strategic Design of Products & Services Page Strategic Design of Pricing Page
- Portfolio, Gallery and Contact Us Page
- Call to Action (Real Engagement Happens)
- Designing Other Pages
- SEO Overview
- Google Analytics Tracking Code
- Website Auditing
- Designing Wordpress Website
- Website Hosting

Search Engine Optimization

- Search Engine Landscape

- SEO Audit
- On-Page Optimization
- On Page Optimization Using WordPress Based Website – SEO Yoast
- Google Analytics and Google Webmaster
- Web CEO, SEO Profiler and Other SEO Tools
- Off Page Optimization – Link Building
- Black Hat SEO Techniques to Avoid
- Online Reputation Management

Google Webmaster Tools

- Google Webmaster Tool
- Setting up Tool for SEO
- Adding and Managing Assets
- Integrating WebMasterTool
- Site Map and Site Links
- Search Traffic and Links
- Google Indexing
- Managing Crawl Errors
- Managing Security Issues
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Google Plus for Business

- G+ Pages Ranks Higher
- Google Plus Profile
- Google Local Business
- Google + Company Page
- Adding Contact Links
- Utilizing +1 Button
- Managing Circles
- Posting Contents
- Google Hangouts
- Social Relevance to G+ in Adwords
- Sharing G+ Buttons on Website
- HashTags and Mentions
- Review and Testimonials
- G+ Mobile App
- Integration with Website

Google Adwords Tool

- Understanding Adwords
- Google Ad Types
- Pricing Models

- PPC Cost Formula
- Ad Page Rank
- Billing and Payments
- Adwords User Interface
- Keyword Planning
- Keywords Control
- Creating Ad Campaigns
- Creating Text Ads
- Creating Ad Groups
- Bidding Strategy for CPC
- Practical Examples

Facebook Marketing

- Profiles and Pages
- Business Categories
- Getting Assets Ready
- Creating Facebook Pages
- Page Info and Settings
- Facebook Page Custom URL
- Invite Page Likes
- Featured Video
- Pin Post and Highlights
- Scheduling Posts
- Facebook Events
- Reply and Message
- Facebook Insights Reports
- Competitor's Facebook Page
- Ban User on Facebook Page
- Connect with Twitter
- Organic v/s Paid
- Defining Ad Objective
- Performance Matrix
- Ad Components
- Designing Creative Image
- Facebook Ad Structure
- Setting Up Facebook Ad Account
- Create Ad -Targeting
- Create Ad -Budgeting
- Create Ad -Creative Content and CTA
- Boosting Page Posts
- Page Promotion
- Video Promotion
- Similar Ads and Audiences
- Tracking Pixels Code
- Remarketing -Website Visitors
- Custom Audiences -Look Alike
- Custom Audience -Saved Group

- Managing and Editing Ads
- Ad Reports and Ad Insights
- Billing and Account
- Facebook Business Manager
- People, Pages and Roles
- Ad Accounts Configurations
- Ad Agencies and Assigning
- Shared Login for FB Business A/c
- Power Editor - Most Advance
- Email Targeting on Facebook
- Facebook Offers
- CTA on Page
- Posts for Location
- Save Time with Third Party Tools
- Case Studies
- Practical Examples

LinkedIN, Twitter and Pinterest

- LinkedIN -The hub of B2B Networking
- Creating LinkedIN Account
- Updating Contact Information and Links
- Designing Profile and Summary
- Managing Connections
- Advance Searching
- Who Viewed Your Profile
- Endorsements -Publishing and Receiving
- Creating LinkedIN Company Page
- Updating Products and Services Marketing on Twitter & Pinterest
- Creating Showcase Pages
- Engaging with Updates
- Running Paid Campaigns
- Recruitment through LinkedIN
- LinkedIN Groups
- LinkedIN Mobile App

Email Marketing

- Email Software and Tools
- Importing Email Lists
- Planning Email Campaign
- Email Templates and Designs
- Sending HTML Email Campaigns
- WebForms Lead Importing
- Integrating Landing Page Forms
- Campaign Reports and Insights
- Segmentation Strategy
- Segmentation Lists

- Auto-Responder Series

Marketing Automation

- Marketing Automation Tools
- Email Campaigns
- Email Autoresponder
- SMS Autoresponder
- Creating Landing Page
- Landing Page CTA
- Lead Generation Strategy
- Capturing Leads from Sources
- Website Widgets
- Lead and List Management
- CRM Integration
- Sales Integration
- Products Integration
- Business Reporting
- Lead Source Link Building
- Lead Tracking Features
- WebHooks and Connectors
- Complete Automation Strategy

Ecommerce and Payment Gateway

- Planning eCommerce Website
- Product Placements
- Product Grouping
- Promoting eCommerce Website
- Remarketing Products
- Understanding Coupon System
- Appointing Affiliates for Products
- Cross/Up/Down Selling
- Payment Gateway in India
- Application and Documentation
- Online Payment
- Web Store using Payment Gateway
- Web Fronts using Payment Gateway
- Invoice Payments through Emails
- SMS Invoice Payments
- Integrating Payment Gateway
- Payment Links and its Promotion
- Affiliates for Payment Links

Affiliate Marketing and AdSense

- Selecting Affiliate Program
- Applying for an Affiliate
- Building Assets for Affiliate Promotion
- Payments and Payouts
- CPC, CPA, CPI and other metrics
- Getting Most Conversions
- Day to Day Work Scheduling
- Managing Affiliate Accounts
- Blogging
- Google AdSense Account Setup
- Placing Ads on Website
- Placing Ads on Blogs
- YouTube Video Monetization
- Allowing and Blocking Ads
- Performance Metrics
- AdSense Administration

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