



# Digital Marketing Training Course

**COURSE DETAILS**

Visit Our Website  
**[www.gemsinstitute.com](http://www.gemsinstitute.com)**







# Overview

Gems Institute of Technology, a well-known global institute for digital change, offers a special chance to boost business sales and earnings. By thinking a lot and asking tough questions, the institute created a course curriculum based on strategy modules. This program encourage professionals to think in new ways and on their own, giving them the tools to lead digital change in their companies.

We have 12+ year of experience in Digital Marketing. We offers an environment where people can grow and achieve because of its capable leaders and well-defined strategy. Gems Institute of Technology has recently helped businesses enhance their sales and earnings potential by taking a creative approach to digital change.

**Yagnesh Darji**

CEO Of Gems Institute Of Technology





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# Digital Marketing

## Overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing wins over traditional Marketing?
- Understanding Digital Marketing Process

## Increasing Visibility

- What is visibility?
- Types of visibility
- Examples of visibility
- What is Visitors Engagement
- Why it is important?
- Examples of Engagement





## Bringing Targeted Traffic

- Inbound
- Outbound
- Converting Traffic into Leads
- Understanding Conversion Process
- Retention
- Why it is Important?
- Types of Retention Performance
- Evaluation

# Search Engine Optimization

## Overview

- What Is SEO?
- Introduction To SERP
- What Are Search Engines?
- How Search Engines Work
- Major Functions Of A Search Engine
- What Are Keywords?
- Different Types Of Keywords
- Google Keyword Planner Tool
- Keywords Research Process
- Understanding Keywords Mix
- Google Operator : So That You Can Find Anything On The Web



SEO  
SEARCH ENGINE C



## On Page Optimization

- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for
- content planning
- What is the difference between keywords stuffing & keyword placement Internal linking
- Meta tags creation
- Creating Webpage in HTML
- Using google webmasters tool & website verification
- Sitemap creation & submission in
- website & webmasters
- How to write an optimized content
- How to write a content for article, blog and press release Search Engine Optimization(SEO)

## Off-Page Optimization

- What is Domain Authority?
- How to increase Domain Authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building Do's and
- Dont's of link building
- Link building strategies for your business
- Easy link acquisition techniques



## Local SEO

- SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD

# Google Search Console

- Overview
- Setting up Google search console?
- Understanding Of Dashboard
- Performance Reports
- Reporting And Analysis



# Google Analytics

- Introduction To Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytic accounts?
- How to add analytics code in website?
- Understanding goals and conversions
- How setup goals
- Understanding different type of goals
- Understanding Bounce And Bounce rate

- How to setup funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required



# Social Media Marketing

## Overview

- What Is Social Media?
- Understanding The Existing Social Media Paradigms and Psychology
- How Social Media Marketing Is Different Than Others
- Forms Of Internet Marketing
- **Facebook Marketing:**
- **Linkedin Marketing:**
- **Twitter Marketing**





# Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing





# Ecommerce Marketing

- What Is Ecommerce?
- Top Ecommerce Websites Around The World & It's Scenario In India
- Difference Between E-Commerce Software And Shopping Cart Software
- Payment Gateways
- Merchant Accounts & Logistics For Physical Goods.
- Integrating Woo-Commerce And Setting Up An Ecommerce Store On WordPress
- Affiliate Marketing By Promoting Products Which Looks Like An Ecommerce Store.
- Case Studies On Ecommerce Websites.
- How To Do Google Product Listing Ads (PLA) For Ecommerce Websites.
- How To Do SEO For An Ecommerce Website.
- Ecommerce Marketing
- Introduction to Google Analytics





# PPC Advertising

## Overview

- Understanding inorganic search
- Results
- Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google Adwords account
- Understanding Adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign

**Pay per click**



50%

20%

10%

## Understanding Adwords Algorithm

- How does Adwords rank ads
- Understanding Adwords algorithm (ad-rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids

## Creating Search Campaigns

- Types of Search Campaigns – Standard
- All features, dynamic search & product listing
- Creating Search Campaigns
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?



## Understanding Different Types Of Bid Strategy

- Manual
- Auto

## Advanced Level Bid Strategies Enhanced

- CPC
- CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating ad groups
- Finding relevant ad groups options using tools
- Creating ad groups using tool



## Understanding Keywords

- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of keywords

## Creating Ads Understanding

- Ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating
- Ads Tracking Performance/Conversion

## Creating Ads Understanding

- What is conversion tracking?
- Why is it important How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via ad groups

## How To Increase CTR

- CTR Importance of quality score in optimization
- How to increase quality score Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report

## How To Increase CTR

- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease
- CPC Analyzing your competitors performance

## Creating Display Campaign

- Types of display campaigns-
- Doing campaign level settings
- All features
- Understanding CPM bid strategy
- Mobile app
- Advance settings
- Remarketing
- Ad-scheduling



## Creating Display Campaign

- Engagement
- Ad-delivery
- Creating 1st display campaign
- Understanding ads placement
- Difference in search & display campaign settings
- Creating diff. adgroups Using display planner tool
- Finding relevant websites for ads placement
- Creating text ads
- Creating banner ads using tools
- Uploading banner ads
- Optimizing Display Campaign Remarketing
- What is remarketing?
- Setting up remarketing campaign
- Creating Remarketing lists
- Advanced Level list creation Custom audience

# Facebook Ads & Instagram Ads

- Overview
- Benefits
- Understanding Ads Policies
- Campaign Set up
- Ads Management
- Ads Formats and Types
- Targeting Audience

# AI Modules In Digital Marketing

## Overview

- Definition
- How do digital marketers use AI?
- Importance and impact of AI on digital marketing strategies
- Overview of key AI modules used in digital marketing
- Examples of AI in Digital Marketing

## How to Use AI in Digital Marketing

- Content Generation
- Chatbots
- Data Analytics
- Create Media





# Certification

- Google Digital Unlocked Certification
- Search Advertising Certification
- Display Advertising Certification
- Video Advertising Certification
- Shopping Advertising Certification
- Analytics Certification
- Hootsuite Certification
- Amazon Certification
- Gems Institute of Technology Digital Marketing Certificate.

# Who Can Do This Course?

- Students and Recent Graduates
- Housewife
- Marketing Professionals
- Business Owners and Entrepreneurs
- Freelancers and Consultants
- Career Changers
- Content Creators and Influencers

# Scope Of Digital Marketing Executive

- As a Junior SEO, As a Senior SEO
- As a Team Leader, As a SEO Manager
- Work as a freelancer (Domestic & International)
- As a consultant or can start an agency.

**Digital Marketing Course Fees:** ~~₹ 50,000~~ **₹ 25,000**

## Course Duration: 3 Months





# Thank You

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