

PLRC Digital

Fast Track Digital Marketing Course for On the Go Executive

1. **Search Engine Optimization (SEO)**
 - a. On Page (Keywords, redirection, robots, alexa, alt tag, image map creation, webmaster tools and more)
 - b. Off Page (Backlinks, do follow, no follow, page rank, search engine submission, directory submissions, article writing, forum listing, press release, social bookmarking, social networking, RSS and more)
 - c. Search engine algorithms (basic and advanced, panda, hummingbird, penguin)
2. **Search Engine Marketing (SEM)**
 - a. SEM Overview
 - b. PPC Overview (Quality score, conversation techniques, ROI)
 - c. Building PPC Strategy
 - d. Market Analysis
 - e. Google Adwords (Campaign management, bid management, keyword planner, Ad preview, CTR, landing pages, performance tracking, user connect, reporting and analysis)
3. **Social Media Marketing (SMM)**
 - a. FB Ads
 - b. FB Boosting
 - c. Targeting
 - d. Community building
 - e. Different social media platforms like linkedin, twitter, pinterest etc and their business use
4. **Email Marketing**
 - a. Attributes, conversion, creative copy, relevance,
 - b. Customer acquisition
 - c. Email extraction and marketing
 - d. Email newsletters
 - e. Emailing Tools
5. **Integrated digital marketing strategy**
6. **Creating Websites with Wordpress**

Google Adwords Certification (Optional)

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