Digital Marketing Course

Course Syllabus:

About Internet Marketing, working methodology, difference between

traditional, inbound,and outbound marketing methodologies

- Tools to create Buyer Persona

- Different ways to do competitor research.

- Competitor Research Tools.

- Website Analysis Tools.

- Unique Selling Proposition – Checklist Download.

- Tools to create lead magnets for your business site.

- Web Development – MYSQL, Core PHP

- Landing Page builder tools.

- Copywriting Tools to speed up the process.

- Templates to write great headlines.

- SEO Strategy.

- SEO Reporting

- Link Building Tools.

- Keyword Research Tools.

- Back Analysis Tools.

- Technical SEO Tools.

- Grey Hat Methods to rank higher on Google SERPs.