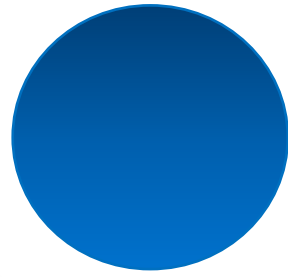


DIGITAL MARKETING



**MISSION TO TRAIN THE
STUDENT WELL
ESTABLISHED SOCIETY
WITH A POOL OF HUMAN**

**TALENTS TO FULLFILL THE REQUIREMENTS
COMPANY/NATION WITH SYSTEMATICS
APPROACH!**



ABOUT

DIGITAL MARKETING AGASTYAS SOLUTIONS

AGASTYAS SOLUTIONS is provides a well-known professional's **DIGITAL MARKETING** training.

DIGITAL MARKETING Course offered at **AGASTYAS SOLUTIONS** are devised with best practices recommended by Google and other leading search engines. Our strategies are developed with many years of experience. We are passionate about **DIGITAL MARKETING** and that's why our strategies WORK! We are sure our sound knowledge and effective **DIGITAL MARKETING** principles will turn you into an **DIGITAL MARKETING** Professional.



OUR MOTO!

TO TRAIN AND MAKE
EVERYSTUDENT AN
OUTSTANDING **DIGITAL**
MARKETING
PROFESSIONALS.



OUR STUDENTS WORK AT



A journey to excellence



ADVANCED AND EXPERT DIGITAL MARKETING

- ❖ **SUPPORT & GUIDANCE FOR GOOGLE & OTHER INDUSTRY CERTIFICATIONS**
- ❖ **CASE STUDIES & REAL TIME PROJECT/ TRAINING**

DURATIONS

45 - 75 Hours..⌚



TOP 50 POWER PACKED MODULES



- DIGITAL MARKETING LANDSCAPE
- MASTERING SEO
- KEYWORD RESEARCH & ANALYSIS
- ON-PAGE OPTIMIZATION
- ADVANCED LINK BUILDING
- GOOGLE ALGORITHM UPDATES
- BLOG MARKETING
- CONTENT MARKETING
- WEBSITE AUDIT
- SEO TOOLS
- GOOGLE MY BUSINESS
- GOOGLE SEARCH CONSOLE
- GOOGLE ANALYTICS
- MASTERING SEM



- GOOGLE SEARCH ADS
- GOOGLE DISPLAY ADS
- REMARKETING ADS
- VIDEO MARKETING
- MOBILE MARKETING
- WHATSAPP MARKETING
- SMS MARKETING
- YOUTUBE OPTIMIZATION
- SOCIAL MEDIA OPTIMIZATION
- SOCIAL MEDIA MARKETING
- DESIGNING TOOLS LIKS CANVA
- FACEBOOK MARKETING
- INSTAGRAM MARKETING
- LINKEDIN MARKETING
- TWITTER MARKETING
- SOCIAL MEDIA MARKETING TOOLS
- EMAIL MARKETING
- DIGITAL MARKETING
CERTIFICATIONS



- CRACKING THE DIGITAL MARKETING JOB
- GENERATING LEADS FROM QUORA
- QUORA MARKETING
- TIK TOK MARKETING
- INFLUENCER MARKETING
- SETTING UP POWERFUL WEBSITES USING WORDPRESS
- LEAD GENERATION
- MASTERING CRM
- HOW TO MAKE MONEY ONLINE
- GOOGLE ADSENSE
- AFFILIATE MARKETING
- ONLINE REPUTATION MANAGEMENT
- APP STORE OPTIMIZATION
- CONVERSION OPTIMIZATION
- HEATMAP ANALYSIS
- ACHIEVING YOUR DIGITAL MARKETING GOAL



MODULE 1: DIGITAL MARKETING LANDSCAP

- ✚ DIGITAL MARKETING OVERVIEW
- ✚ CAMPAIGN GOALS
- ✚ KEY DIGITAL MARKETING CHENNELS
- ✚ DEVELOPING A DIGITAL MARKETING PLAN
- ✚ TRADITIONAL VS DIGITAL MARKETING



MODULE 2: MASTERING SEO

- ✚ INTRODUCTION TO SEARCH ENGINES
- ✚ WHAT IS CRAWLING
- ✚ WHAT IS INDEXING
- ✚ GOOGLE VS OTHER SEARCH ENGINES
- ✚ SEARCH RESULTS ANATOMY
- ✚ SEO VS PAID ADS
- ✚ WHITE HAT, BLACK HAT & GREY HAT SEO





MODULE 3: KEYWORD RESEARCH & ANALYSIS



- RESEARCHING POTENTIAL KEYWORDS
- GOOGLE KEYWORD PLANNER TOOL
- IDENTIFYING OTHER KEYWORDS FORM
GOOGLE AUTOSUGGESTION
- FINALIZING YOUR MONEY KEYWORDS

MODULE 4: ON-PAGE OPTIMIZATION

- HTML BASICS
- IMPORTANT HTML TAGS
- TITLE, META DESC, H1
- KEYWORD DENSITY
- KEYWORD PROMINENES
- CONTENT OPTIMIZATION
- CONTENT LENCTH





- ✚ CONTENT FRESHNESS
- ✚ CONTENT UNIQUENESS
- ✚ CONTENT QUALITY
- ✚ IMAGE OPTIMIZATION



MODULE 5: TECHNICAL SEO

- ✚ URL STRUCTURE
- ✚ URL LENGTH
- ✚ PAGE SPEED ANALYSIS
- ✚ 301 REDIRECTS
- ✚ ROBOTS.TXT
- ✚ SITEMAPS.XML
- ✚ INTERNAL LINKING
- ✚ SCHEMA.ORG
- ✚ IMPORTANT SCHEMAS TO BE IMPLEMENTED



MODULE 6: OFF-PAGE OPTIMIZATION



- # GOOGLE PAGE RANK
- # MEASURING INDICATORS LIKE DA AND PA
- # ADDING MOZ BAR CHROME EXTENSION
- # WHY BACKLINKS ARE IMPORTANT?
- # BACKLINKS TECHNIQUES
- # SOCIAL BOOKMARKING
- # FORUM PARTICIPATION
- # WEB 2.0
- # ARTICLE DIRECTORIES
- # BLOG COMMENTS
- # CLASSIFIEDS
- # DIRECTORY SUBMISSION
- # PRESS RELEASE
- # SEARCH ENGINE SUBMISSION
- # INFOGRAPHICS
- # VIDEO SUBMISSION



- ANSWERING SITES
- GUEST POSTING
- SOCIAL MEDIA SITES
- INDUSTRY ROUNDUP
- BUSINESS LISTING SITES
- AUDIO SHARING SITES
- PODCAST SHARING
- DESIGN GALLERIES



MODULE 7: ADVANCED LINK BUILDING

- DOFOLLOW LINKS AND NOFOLLOW LINKS
- REFERAL LINKS
- LINK EXCHANGE
- LINK WHEEL
- LINK PYRAMID
- LINK JUICE



MODULE 8:

GOOGLE ALGORITHM UPDATES

- ✚ CAFFEINE ALGORITHM
- ✚ PANDA ALGORITHM
- ✚ PENGUIN ALGORITHM
- ✚ EMD ALGORITHM
- ✚ PAGE LAYOUT ALGORITHM
- ✚ MOBILE FRIENDLY ALGORITHM
- ✚ CORE ALGORITHM
- ✚ OTHER LATEST ALGORITHM



MODULE 9: BLOG MARKETING

- ✚ INTRODUCTION TO BLOGS
- ✚ CREATING BLOGS
- ✚ ATTRACTING VISITORS
- ✚ IDENTIFYING THE TOPICS TO POST
- ✚ PERIODIC POSTING



MODULE 10: CONTENT MARKETING

- ✚ CREATING ORIGINAL CONTENT
- ✚ CONTENT MARKETING STRATEGY
- ✚ DEVELOP CONTENT MARKETING PLAN
- ✚ DERIVING SPECIFIC AUDIENCE

MODULE 11: COMPETITOR ANALYSIS

- ✚ COMPETITOR ANALYSIS TOOLS- AHREFS, SEMRUSH, SEOPROFILER ETC.
- ✚ DEEP DIVING IN AHREFS OR ANY EQUIVALENT TOOL
- ✚ COMPETITOR LINKS
- ✚ COMPETITOR TRAFFIC ANALYSIS

MODULE 12: WEBSITE AUDIT

- ✚ DETAILED ON-PAGE SEO AUDIT
- ✚ PAGE SPEED AUDIT
- ✚ CONTENT DUPLICATION



- ✚ CONSOLE ERRORS & WARNINGS
- ✚ GOOGLE PENALTY CHECK



MODULE 13: SEO TOOLS

- ✚ KEYWORD RESEARCH TOOLS
- ✚ RANK TRACKER TOOLS
- ✚ WEBSITE AUDIT TOOLS
- ✚ ON-PAGE OPTIMIZATION

TOOLS

- ✚ COMPETITOR ANALYSIS

TOOLS

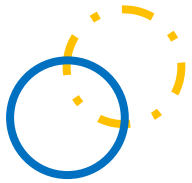
- ✚ BACKLINK RESEARCH TOOLS
- ✚ CONTENT CREATION TOOLS





MODULE 14: GOOGLE MY BUSINESS

- ✚ CREATING GOOGLE LISTING
- ✚ OPTIMIZINNG THE LOCAL LISTING
- ✚ CREATING CITATIONS
- ✚ REVIEWS
- ✚ PERIODIC POSTING OF UPDATES & ITS IMPORTANCE
- ✚ HANDLING NEGATIVE REVIEWS



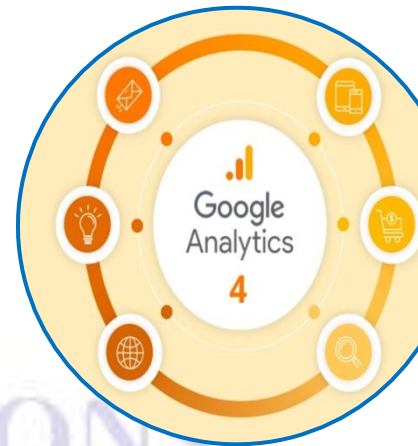
MODULE 15: GOOGLE SEARCH CONSOLE

- ✚ ORGGANIC PERFORMANCE
- ✚ KEY PERFORMANCE METRICS
- ✚ CLICKS, IMPRESSIONS, CTR
- ✚ TOP SEARCH QUERIES
- ✚ TOP PAGES
- ✚ USAGE OF VARIOUS FILTERS
- ✚ STRUCTURED DATA





- # URL INSPECTION
- # COVERAGE ISSUE
- # SITEMAPS
- # MOBILE USABILTY
- # FAQs, LOGOS & BREADCRUMBS
- # MANUAL ACTION
- # SECURITY ISSUES
- # LINK
- # LEGACY TOOLS & REPORTS



MODULE 16: GOOGLE ANALYTICS

GOOGLE ANALYTICS SETUP REALTIME USER ANALYSIS

- # LOCATION
- # TRAFFIC SOURCE
- # CONTENT



AUDIENCE

- ✚ ACTIVE USER
- ✚ LIFETIME VALUE
- ✚ COHORT ANALYSIS
- ✚ USER EXPLORER
- ✚ DEMOGRAPHICS
- ✚ INTEREST
- ✚ AFFINITY
- ✚ INMARKET
- ✚ GEO
- ✚ BEHAVIOUR
- ✚ TECHNOLOGY
- ✚ MOBILE
- ✚ CROSS DEVICE
- ✚ BENCHMARKING
- ✚ USERS FLOW



ACQUISITION

- ✚ ALL TRAFFIC
- ✚ ORGANIC TRAFFIC

- PAID TRAFFIC
- REFFERAL TRAFFIC
- SOCIAL MEDIA TRAFFIC
- GOOGLE ADS
- SEARCH CONSOLE
- SOCIAL MEDIA
- CAMPAIGNS



BEHAVIOUR

- BEHAVIOUR FLOW
- SITE SPEED
- SITE CONTENT
- SITE SEARCH
- EVENTS
- PUBLISHER



GOAL SETUP

CONVERSION

✚ GOALS

✚ ECOMMERCE

✚ MULTI-CHANNEL FUNNELS



PRODUCT LINKING

✚ GOOGLE ADS

✚ ADSENSE LINKING

✚ OTHER THIRD PARTY

APPLICATION LINKING



REPORTING

MODULE 17: MASTERING SEM

✚ CHOOSE KEYWORD

✚ CREATE CAMPAIGN

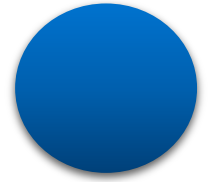
✚ IMAGES ADS

✚ VIDEO ADS

✚ ANIMATED ADS



- + TEXT ADS
- + RE-MARKETING
- + YOUTUBE MARKETING



MODULE 18: GOOGLE SEARCH ADS

- + CREATING A PPC CAMPAIGN
- + QUALITY SCORE & AD RANK
- + AD GROUPS & KEYWORDS
- + CREATING TEXT ADS
- + PPC BUDGETING
- + BID MANAGEMENT
- + NEGATIVE KEYWORDS
- + OPTIMIZING PPC CAMPAIGN
- + EXTENSION SETUP
- + MEASURING KEY METRICS



MODULE 19: GOOGLE DISPLAY ADS

- + CONTEXTUAL TARGETING
- + PLACEMENT TARGETING

✚ INTEREST TARGETING

✚ TOPICS TARGETING

MODULE 20: REMARKETING

ADS

✚ STANDARD REMARKETING

✚ DYNAMIC REMARKETING

✚ REMARKETING LISTS FOR SEARCH

ADS

✚ VIDEO REMARKETING

✚ EMAIL REMARKETING

MODULE 21: VIDEO MARKETING

✚ VIDEO OPTIMIZATION INTRODUCTION

✚ VIDEO PLATFORMS

✚ CREATOR STUDIO

✚ YOUTUBE CHANNEL

✚ CREATING VIDEOS



✚ PLAYLIST

✚ ADVANCED VIDEO OPTIMIZATION
TECHNIQUES

✚ YOUTUBE ANALYTICS

✚ BEST PRACTICES



MODULE 22: MOBILE MARKETING

✚ DIFFERENCES BETWEEN WEB & MOBILE
MARKETING WORLD

✚ MOBILE WEBSITES & RESPONSIVE WEBSITES

✚ MOBILE APPS CREATION PROCESS NATIVE
AND HYBRID APPS OVERVIEW

✚ APP STORE OPTIMIZATION

✚ PAID ADS TARGETING MOBILE

✚ SMS MARKETING



MODULE 23: WHATSAPP MARKETING

✚ INSTALLING WHATSAPP BUSINESS

✚ CONFIGURING

✚ AUTO MESSAGES



MODULE 24: SMS MARKETING

✚ IDENTIFYING VENDORS

✚ TRANSACTIONAL VS PROMOTIONAL
SMS

✚ DATABASE

✚ BEST PRACTICES



MODULE 25: YOUTUBE OPTIMIZATION

✚ CREATING CHANNEL

✚ FIND VIDEO TITLE

✚ OPTIMIZING VIDEO TITLE

✚ OPTIMIZING TAGS

✚ CREATING CATCHY THUMBNAIL

✚ DESCRIPTION HASHTAGES AND SUBSCRIBE
LINK OPTIMIZATION

✚ YOUTUBE MONETIZATION



MODULE 26:



SOCIAL MEDIA OPTIMIZATION

- ✚ CREATING SOCIAL MEDIA PROFILE AND PAGES
IN FB, TWITTER, INSTAGRAM, LINKEDIN
- ✚ OPTIMIZATION POST WITH HASHTAGS
- ✚ GROUP PARTICIPATION
- ✚ EVENT CREATION
- ✚ INSIGHT REPORTS



SOCIAL MEDIA MARKETING

- ✚ SOCIAL MEDIA CHANNEL
- ✚ FACEBOOK MARKETING
- ✚ INSTAGRAM MARKETING
- ✚ TWITTER MARKETING
- ✚ LINKEDIN MARKETING
- ✚ EMERGING SOCIAL MEDIA CHANNELS





MODULE 27: DESIGNING TOOLS LIKE CANVA

MODULE 28: FACEBOOK MARKETING

- ✚ FACEBOOK PAGE OPTIMIZATION
- ✚ FACEBOOK BUSINESS MANAGER CREATION
- ✚ CAMPAIGN CREATION- VIDEO, LEAD GENERATION, EVENT PROMAOTION, PAGE LIKES AD, POST REACH INCREASING, APP STORE, ETC.
- ✚ AUDIENCE SETUP
- ✚ CREATIVE ADS POSTING (IMAGE, VIDEO, CAROUSAL, ALBUM)
- ✚ BUDGET & BIDDING STRATEGY

MODULE 29: INSTAGRAM MARKETING

- ✚ OPTIMIZING INSTAGRAM BUSINESS PROFILE





- ✚ CREATING INSTAGRAM CONTENT STRATEGY
- ✚ INSTAGRAM INFLUENCE MARKETING
- ✚ INSTAGRAM PAID MARKETING IN FEEDS AND STORIES.
- ✚ BUDGET & BIDDING STRATEGY

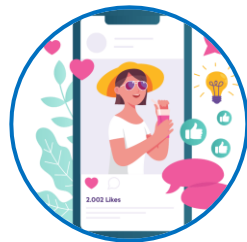


MODULE 30: LINKEDIN MARKETING

- ✚ OPTIMIZING LINKEDIN COMPANY PAGE
- ✚ LINKEDIN ADS- INMAIL, SEARCH, IMAGE, JOB POSTION AND RETARGETING ADS
- ✚ BUDGET & BIDDING STRATEGY

MODULE 31: TWITTER MARKETING

- ✚ TWITTER MRKETING FOR BRAND REACH
- ✚ INSTAGRAM VIDEO ADS
- ✚ TWITTER FOLLOWERS
- ✚ APP INSTALLATION





- ✚ RETARGETING AUDIENCE
- ✚ BUDGET & BIDDING STRATEGY

MODULE 32: SOCIAL MEDIA MARKETING TOOLS

MODULE 33: EMAIL MARKETING



- ✚ HOW EMAIL MARKETING WORKS?
- ✚ EMAIL MARKETING TYPES
- ✚ OPT- IN EMAIL MARKETING
- ✚ EMAIL MARKETING ACCOUNT SETUP
- ✚ WEB FORM AND LIST SETUP
- ✚ BROADCAST EMAIL CREATION
- ✚ AUTO RESPONDERS SETUP
- ✚ OPTIMIZING TO INCREASE INBOX PERCENTAGE
- ✚ SELECTING TOP EMAIL MARKETING TOOL LIKE MAILCHIMP



MODULE 34: DIGITAL MARKETING CERTIFICATIONS

- ✚ GOOGLE ADWORDS CERTIFICATION
- ✚ GOOGLE ANALYTICS CERTIFICATION
- ✚ HUBSPOT CERTIFICATION
- ✚ FACEBOOK AD CERTIFICATION
- ✚ YOUTUBE CERTIFICATION

MODULE 35: CRACKING THE DIGITAL MARKETING JOB

MODULE 36: GENERATING LEADS FROM QUORA

MODULE 37: QUORA MARKETING

- ✚ QUORA AD SETUP
- ✚ CONTEXTUAL TARGETING



- ✚ AUDIENCE TARGETING
- ✚ BEHAVIOUR TARGETING
- ✚ PROMOTING ANSWER
- ✚ QUESTION TARGETING



MODULE 38: TIK TOK MARKETING

- ✚ WHAT IS TIKTOK?
- ✚ HOW TO GET MORE FOLLOWERS AND LIKES?
- ✚ WHY TIKTOK AD?
- ✚ CREATING CAPMAIGN
- ✚ PLACEMENT TARGETING – TIKTOK, HELO APP, VUGO
- ✚ AUDIENCE TARGETING- INTERST, RETARGETING
- ✚ BIDDING STARTECY



MODULE 39: INFLUENCER MARKETING



MODULE 40: SETTING UP POWERFUL WEBSITES USING WORDPRESS



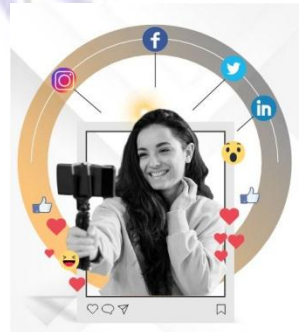
- # WEB TECHNOLOGIES
- # UNDERSTANDING TERMINOLOGIES
- # DOMAIN REGISTRATION & HOSTING
- # UNDERSTANDING HTML
- # WORDPRESS INSTALLATION
- # USER ADMINISTRATION

WEBSITE SETUP USING WORDPRESS

WORDPRESS THEMES:

- # FREE THEME VS PAID THEME
- # THEME SELECTION PROCESS
- # ADDING/ INSTALLING THEMES
- # CHANGING THEMES
- # PREVIEW & ACTIVATING THEMES

WORKING WITH WIDGETS:



✚ INSTALLING WIDGETS IN SIDEBAR

✚ INSTALLING WIDGETS IN FOOTER



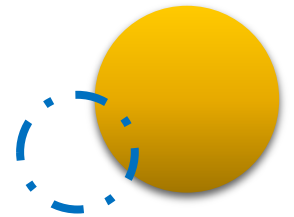
WORKING WITH MENU FOR YOUR WEBSITE:



✚ CREATING MENUS

✚ CREATING SUB- MENUS

✚ DELETING ITEMS FROM MENU



WORDPRESS PLUGINS:

✚ INSTALLING PLUGINS

✚ UPGRADING PLUGINS

✚ ACTIVATING PLUGINS & MANAGING PLUGINS

✚ RECOMMENDED PLUGINS



MODULE 41: LEAD GENERATION

✚ UNDERSTANDING LEAD GENERATION METHODS



- ✚ GETTING FAMILIAR WITH LANDING PAGES
- ✚ LANDING PAGES VS WEBSITE
- ✚ A/B TESTING FOR BETTER LEAD GENERATION
- ✚ MASTERING LEAD FUNNEL
- ✚ LEAD NURTURING PROCESS
- ✚ PRACTICAL CLASSES ON CRM FOR LEAD MANAGEMENT



MODULE 42: MASTERING CRM

MODULE 43: HOW TO MAKE MONEY ONLINE

A journey to excellence

MODULE 44: GOOGLE ADSENSE

- ✚ ADSENSE POLICY
- ✚ GETTING APPROVED BY GOOGLE
- ✚ BEST PRACTICES IN ADSENSE CODE GENERATION
- ✚ INTEGRATING CODE TO YOUR BLOG
- ✚ MAKING MONEY THROUGH ADSENSE





- ✚ TRACKING THE EARNINGS
- ✚ IMPORVING CTR

MODULE 45: AFFILIATE MARKETING

- ✚ GETTING INTO AFFILIATE MARKETING WORLD
- ✚ AFFILIATE MARKETING PORTALS
- ✚ OBTAINING APPROVAL
- ✚ LEGAL POLICES
- ✚ TRACKING WITH AFFILIATE CODES

MODULE 46: ONLINE REPUTATION MANAGEMENT






- ✚ ORM SWOT ANALYSIS
- ✚ LISTENING ON BRAND CONVERSATIONS
- ✚ TOOLS FOR ORM
- ✚ DEALING WITH NEGATIVE CONVERSATIONS



  DEVisING AN ORM



MODULE 47: APP STORE OPTIMIZATION

-  APP TORE KEYWORD RESEARCH
-  REVIEWS AND RATING ANALYSIS
-  APP CONTENT OPTIMIZATION
-  BOOTS CONVERSION RATE
-  MONITOR COMPETITOR'S SCENARIO



 MODULE 48:

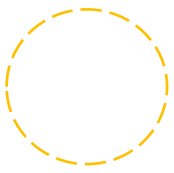
CONVERSION OPTIMIZATION

MODULE 49: HEATMAP ANALYSIS

MODULE 50: ACHIEVING YOUR DIGITAL MARKETING GOAL

**GETTING A HIGH PAYING JOB OR
SETTING UP YOUR BUSINESS**

**BEST WISHES FOR YOUR GREAT
ENDEAVORS & FUTURE!**



THANK YOU!



A journey to excellence