



NEBULAS IT

For Professional Skill Development

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Digital Marketing with SEO

Course Details

Total Seven Part of This Course

- Introduction of Digital Marketing
- Search engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Google Analytics
- E-mail marketing
- Become a freelancer in Digital Marketing world

Total Class: 30

Total Hours (2x30): 60

Days: 2 Days Of Every Week

Registration Fess 20,000 TK

Course Details

SL	Introduction of Digital Marketing
1	What is marketing?
2	Definition of Digital Marketing?
3	Understanding Marketing Process?
4	Digital Marketing VS traditional Marketing?
5	Overview of Digital Tools
6	Process of Digital Marketing
7	What is visibility?
8	Types of visibility?
9	Examples of visibility?
10	Increasing Visibility?
12	Customer Engagement
13	What is engagement?
14	Why it is important?
15	Examples of engagement
16	Bringing Targeted Traffic
17	Inbound
18	Outbound
19	Converting Traffic into Leads
20	Types of Conversion
21	Understanding Conversion Process
22	Retention
23	Why it is Important?
24	Types of Retention
25	Performance Evaluation
26	Why it is Important?

Course Details

1st Class (SEARCH ENGINE OPTIMIZATION)	2nd Class (Introduction to On-page SEO)
<ul style="list-style-type: none">• History of Search & Introduction to SEO<ul style="list-style-type: none">• Evolution & Growth of Search Engines• How Google Works• Basics of SEO• Periodic Table of SEO Success Factors	<ul style="list-style-type: none">• Introduction to On-page SEO• Key Areas of SEO• SEO 101: Getting the On-page SEO Basics• Meta Data and Meta Tags• Title Tags 101• Title Tags Assignment• Meta Descriptions Help Too!• Meta Description Analysis• A Note About Meta Keywords• Blame the Meta Keywords Tag - Duane Forrester• URL Optimization• How to Use Heading Tags• Heading Tag Recommendations Assignment• Creating and Optimizing Unique Content• Critiquing a Sites Content• Analyzing a Website Using a Web Crawler• The Basics of Search Engine Friendly Design & Development• On-page SEO Review• On-Page Elements Assignment• Using On-page SEO tactics
3rd Class (Introduction to Off-page SEO)	4th Class (Introduction to Technical SEO)
<ul style="list-style-type: none">• Introduction to Off-page SEO• Off-site SEO Elements• Who is Linking to Your Content?• Growing Popularity & Links• Social Media: Help or Hinder?• Social Media Assignment• Suggested Reading - Do Social Signals Drive SEO• Link Building• Off-site SEO Review• Using Off-page Tactics	<ul style="list-style-type: none">• Introduction to Technical SEO• Laying the Structural Foundation With Technical SEO• HTML Sitemap vs. XML Sitemap• Create a Sitemap Assignment• The robots.txt File Protocol• robots.txt Files Assignment• Overcoming Pesky Error Codes• Redirects 101• 404 Pages Best Practices• The Beginner's Guide to Technical SEO: 7 Resources You Should Use• Art of SEO• Technical SEO Review• Technical SEO

Course Details

4th Class

- Keyword Theory & Research
- Keyword Theory & Research Introduction
- Choosing the Right Keywords
- Stages of Search
- Heads, Tails, and Long Tail Keywords
- The Science of How Users Conduct Searches
- Getting to Know Your Audience
- Creating Your Ideal Buyers Persona
- Buyer's Persona
- The Art of SEO
- Keyword Research & Audience Analysis
- Keyword Theory & Research Review
- Review Analyzing Website Rankings and
- Recommendations to Improve Its Position
- Course Summary and Wrap-up

5th Class (Optimizing a Website for Search)

- Applying Keyword Research Introduction
- Why do a Competitive Analysis?
- How to Perform a Competitive Keyword Analysis
- Keyword Research & Selection
- Analyzing Your Competition
- Develop a Plan to Compete
- Competing With Page Level Information
- Dealing with Larger Sites
- Mapping Keywords to Pages
- Questions to Ask
- Keyword Mapping Processes
- Creating a Keyword Map for Clients
- Keyword Mapping
- Optimizing A Website For Search

6th Class (Advanced On-Page SEO)

- Benefits of a Competitive Content Analysis
- Dissecting the Competitive Content Analysis
- What Kind of Content Will Resonate with Your Customers?
- On-page Factors
- Conducting an Internal Content Audit
- How to Begin Your Content Analysis
- Organizing and Evaluating Content
- Strategy for Optimizing Content
- Domain Level Content Strategy
- What Makes Content Great?
- Different Types of Content and How to Use Them
- Creating Impactful Content
- Content Recommendation

7th Class (Local SEO)

- Why's Local SEO Important?
- Local SEO History
- Current Local SEO Landscape
- Organic Search Versus Paid Advertising
- Google My Business!
- Improving Your Local Visibility
- Importance of Off-site Citations
- Quality Off-site Link Building
- Importance of Customer Reviews
- Quiz · Local SEO
- Review · Local SEO Site Audit

Course Details

8th Class (Link-Building)

- Content Marketing Basics & Its Importance
- Directory Submissions
- Local Listings
- Niche Backlinking via Influencers & Articles
- Social Bookmarking
- Press Release Optimization

9th Class

- SEO Strategies
- Social Media Backlinking (Quora, Twitter, LinkedIn, Facebook, Google+, Pinterest)
- Online Reputation Management & Influencer Outreach
- Local SEO (Schema for Addresses, Local Keywords, Local Websites)
- Mobile SEO Best Practices

10th Class (Algorithm Updates)

- Search Algorithm Overview
- Penguin
- Panda
- Hummingbird
- Keeping Track of Algorithm Updates
- SEO Tracking
- Tracking Ranks (Webcam) Google Analytics Custom Reports Creating your Custom Dashboard

11th Class (The Future of SEO)

- Voice Search
- Augmented & Virtual Reality
- Wearable Devices & Latest Tech
- SEO Career Paths
- Pre-SEO learning and SEO basics
- Understand Link Building and Tools for
- Hands-on Practice
- Specializations in SEO

12th Class (Creating an SEO Campaign)

- Creating an SEO Campaign
- Scoping an SEO Project
- Proving Your Value to Potential Clients
- Estimating Your Time
- Managing Client Expectations
- Asking the Right Questions
- Importance of Achieving Quick Wins
- Ask the Client
- Developing SMART Project Goals
- Creating Goals
- Establishing Benchmarks and Tracking Metrics
- Reporting Progress to Your Client
- Creating an SEO Campaign
- Course Summary

13th Class (SEARCH ENGINE MARKETING)

- AdWords - Google's online advertising Program
- Understanding Ad Auction, Ad Position, Ad Rank & Ad Formats
- AdWords Terminologies
- Account UI and Navigation
- Search Campaign Creation
 - Cost-Per-Click (CPC) Bidding
 - Cost-Per-Impression (CPM)
 - Bidding
 - CPA & Enhanced Cost-Per-Click (ECPA)
 - Keyword Targeting & Strategy Performance
 - Keyword Match Types - Broad Phrase, Broad Match Modifier, Exact, Negative

Course Details

14th Class (Display Advertising)	15th Class (Shopping Advertising)
<ul style="list-style-type: none"> • Mapping Marketing Objectives to Display Targeting Methods • Display Ad Formats & Tools • Additional Advanced Targeting Options on Display • Remarketing & Four Types of Remarketing Four Major Ways to Remarket (Custom, Dynamic, Customer Match, RLSA) Reports & Optimizing Display Campaigns Mapping Display Targeting Methods to Marketing Objectives • Advanced Targeting Methods 	<ul style="list-style-type: none"> • What are Google Shopping Ads or Product Listing Ads? • Where do they appear on Google? What Shoppers on the Internet do? • What Retailers Need? – New Advertising Technologies • Google Shopping Set Retailers up for Success • Features of Google Shopping Why PLA's? And the Path to Create PLA Ads • Create Shopping Campaign on Google AdWords • Track Performance and Optimize the Campaigns • Conversion Tracking • About Conversion Tracking Measuring Campaign Performance Reporting and Optimizing Campaigns
16th Class (Video Advertising)	17th Class (SOCIAL MEDIA MARKETING)
<ul style="list-style-type: none"> • AdWords for Video • Video Ad Formats: YouTube, In-stream, Video • Discovery Ads, Bumper Ads • Creation of Video Ads • Overlay Ads • Creation of Call-to-Actions • Optimizing of Video Ads • YouTube Analytic 	<ul style="list-style-type: none"> • Why care about Social Media? • Orientation to Social Media- Relevant Stats (Global and Indian) with Success Stories • Creating a Facebook Marketing Strategy • Algorithms • Content Marketing • Leveraging Facebook Insights for Success Facebook Brand Pages Content Best Practices • Facebook Targeting Options • Interest-Based Targeting • Retargeting or Facebook Exchange • Understanding Facebook Ad Structure • Payment Models • Ad Algorithms • Best Practices for Ad Content • Self Serve Ad Tools

Course Details

18th Class(Twitter Marketing & Advertising)	19th Class (LinkedIn Marketing)
<ul style="list-style-type: none"> • Introduction to Twitter Marketing • Understanding Twitter Lingo • Do's and Don'ts of Twitter Marketing • Case Studies • Customer Care on Twitter • Influencer Marketing • Power of Twitter • Twitter Ads – Content & Targeting • Tools & Measurement 	<ul style="list-style-type: none"> • Introduction to LinkedIn Marketing • How to Market • Personal Branding • Brand Marketing • LinkedIn Ads • LinkedIn Campaigns • Case Studies
20th Class (Video Marketing)	21th Class(Social Media Customer Care & Tools)
<ul style="list-style-type: none"> • Understanding Video Campaign • Creating 1st Video Campaign • Importance of video marketing • Benefits of video marketing • Uploading videos on video marketing websites Using youtube for business • Developing youtube video marketing Strategy • Bringing visitors from youtube videos to your website • Targeting Options • Understanding Bid Strategy 	<ul style="list-style-type: none"> • ORM and Social Media Customer Care How to Build Best Social CRM Tools- Buffer, Klout, TweetDeck • Campaign Analysis Tools- Hashtag.org, Tweet Archivist • Instagram, Pinterest and Snapchat Marketing • Understanding Instagram, Pinterest&Snapchat • Build Brand Following with Content Strategy How to Driving Engagement • Optimizing Profile and Best Practices Influencer Marketing on Instagram Analytics & Measurement Instagram Marketing Tool and Ads
21th Class (Email MARKETING)	21th Class (Customer Acquisition Strategies)
<ul style="list-style-type: none"> • Deliverability • Setting-up an Email Marketing Machine ISPs, Hosting Facility and MTA IP/DNS and Shared vs. Dedicated IPs • MX Record, Whitelisting, Response Handlers and Bounces • Effective Email Content • Conversation • Relevance • Incentives 	<ul style="list-style-type: none"> • Rented List Emails & Co-branded Emails • Third Party Email Newsletters • Viral Emails • Event Triggered Emails • House E-newsletters • Effective Creative Introducing • CRABS- Does your Emails have Crabs? • Email Template Model • NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

Course Details

22th Class

- Resources to do situational analysis and progressive updates Customer Personal Toolkit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Email Contact Strategy Template
- Email Campaign Calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web Resources to Improve Subject lines, HTML Codes, Spam Testers & Deliverability Issues
- Email Automation
- Introduction to Automation
- What is Automation?
- How does it Work?
- What are the Benefits?

23th Class (WEB ANALYTICS)

- Introduction
- What's Analysis?
- Is Analysis Worth the Effort?
- Small Businesses
- Medium and Large Scale Businesses
- Analysis vs Intuition
- Introduction to Web Analytics

24th Class (Google Analytics)

- Getting Started With Google Analytics
- How Google Analytics Works?
- Accounts, Profiles and Users Navigation
- Basic Metrics
- The Main Sections of Google Analytics Reports
- Traffic Sources
- Direct, Referring, and Search Traffic
- Campaigns
- AdWords, AdSense

24th Class(Google Analytics)

- Content Performance Analysis
- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search
- Visitors Analysis
- Unique Visitors
- Geographic and Language Information
- Technical Reports
- Benchmarking

25th Class(Social media analytics)

- Facebook Insights
- Twitter Analytics & YouTube Analytics
- Social Ad Analytics /ROI Measurement
- Actionable Insights and the Big Picture
- Recap of Google Analytics Reports & Tools
- Finding Actionable Insights
- Getting the Organization Involved Creating a Data-driven Culture Resources
- Common Mistakes Analysts Make Additional Web Analytics Tools

26th Class(Social CRM & Analysis)

- Radian6, Sentiment Analysis, Workflow Management
- Workflow Management
- Text Analytics WebMasters
- AdWords Reports, Custom Reports
- Dashboard and Segmentation
- Multi-Channel Funnels Reports Attribution
- Modelling and Reports Platform Principles
- The Platform Components, The Data Model
- Measurement Protocol Data Collection Importing Data into Google Analytics Reporting APIs & Report Sampling

Course Details

27th Class (Become a freelancer)

- Open an account in fiverr
- What is Gig?
- How to open Professional Gig in fiverr?
- How to sell more Gig fiverr?
- Create full profile in fiverr?
- How to communicate with Client?

28th Class

- Open an account in People Per Hour
- Create a professional profile?
- How to do Bid in People Per Hour?
- How to create a professional Hourlies?
- How to approve Hourlies?
- Others

29th Class

- Open an account in Freelancer
- Create an professional profile in Freelancer
- How to Bid in freelancer
- Others

30th Class

- Upwork Account.
- Give Skill Test.
- How to make your Upwork account for SEO
- How to bid in SEO Job .
- Some important tips for getting job in Upwork
- How to communicate with SEO client.
- Best time to get Job from Upwork.

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