



Trained By IIM, Calcutta Alumnus. Trained Students Of IIT Kharagpur, Montpellier University, Army Institute of Management, Kolkata and 300+ Students across the world.

Search Engine Optimization with
Brand and Website Analysis

DIGITAL MARKETING

Social Media Optimization with
Social Content and AD

1st Module - Basic Introduction to SEO

- . Basic Concepts of SEO
- . Details about Search Engines, Crawlers and Search Engine Bots
- . How Search Engines work
- . What is On Page and Off Page SEO
- . What is Ethical White Hat SEO
- . What is Unethical Black Hat SEO
- . Detail Understanding of SERP

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Module 1 - Create a website

- . Create a website in HTML or Wordpress.
- . Target keywords related to social media.
- . Responsive and AMP based sites need.
- . Call To Action need for better conversion.
- . Social Graph with separate image for Facebook, Twitter etc.
- . Tools for social media optimization.

2nd Module - Semantic Error Correction

- . Error Correction, HTML Validation
- . Basic HTML concepts and structure for SEO
- . Learn about various HTML Tags, elements etc.
- . Create Static website with HTML Editor
- . W3C Validation error checking system

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Module 2 - Social Media focused website

- . What is social media marketing?
- . Fast loading sites benefit while sharing in social media.

3rd Module - Keyword Research & Analysis

- . Significance of Keywords in SEO
- . The importance of long tail keywords
- . How to do keywords analysis
- . Keywords analysis in Google Adwords
- . Keywords analysis in paid tools
- . Over optimization and keyword density
- . Keywords stuffing and normal use of it

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Module 3 - Facebook Optimization

- . How Facebook works for a business?
- . How to grow Facebook engagement?
- . How to grow Facebook page likes?
- . How to grow Facebook group?
- . How to increase Facebook like in web page?
- . Setup lead capture campaign in Facebook?
- . How to use Facebook events?
- . Facebook posts understand hidden login.
- . Create Facebook add's for images/videos.

4th Module - Basic to Advance On Page SEO

- . Title & Meta Optimization of a Page
- . Content creation and optimization
- . Keywords placement in website and content
- . SEO friendly optimized URL
- . Image Optimization with anchor text
- . Responsive website latest development
- . Accelerated Mobile Pages or AMP

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Module 4 - Twitter Optimization

- . How Twitter works for a business?
- . Increase twitter followers, secret method.
- . Increase interaction, secret method.
- . How to use comment to gain followers.
- . How to maintain a good presence in twitter?

5th Module - Rich Snippet & Structured Data

- . What is rich snippet?
- . What is structured data markup?
- . How to boost SEO with rich snippet?
- . How to boost SEO with data markup?
- . What is schema and its role in SEO.
- . How to created custom schema.
- . Test and correct schema.

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Module 5 - LinkedIn Optimization

- . How you can use linkedin for business?
- . LinkedIn Do's and Don'ts.
- . Create Business page and optimize.
- . How to create a professional account?
- . How to increase connections, endorsement & recommendations.
- . LinkedIn premium accounts benefits and use.
- . How to benefit from Sponsored Content, Sponsored Email & Text Ads.

6th Module - Google Search Console & Analytics

- . What is Search Console a detail overview.
- . How to list your website in Google.
- . How to list your site in Bing.
- . List your site in 50 Search Engines and Directories.
- . What is Google Analytics and its usage.
- . Report Creation from Google Analytics.
- . Sitemap and robots file detail study.
- . How to manually block any url from Google.

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Module 6 - Pinterest Optimization

- . How to use Pinterest for business?
- . Create Pinterest specific content.
- . Use Hashtag in pinterest.
- . How to post content in boards for account optimization?
- . Info-graphics use and visibility.

7th Module - Blogging and its importance

- . Why a website need a blog?
- . How you can earn from blogging?
- . How to create a WordPress blog?
- . How a blog can have separate service pages?
- . Content planning for any blog?
- . How to get trending content?
- . How to target keywords using blog?
- . What is Guest blogging's use in SEO?

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Module 7 - YouTube Optimization

- . Introduction to YouTube.
- . Start your own channel.
- . YouTube broadcasting.
- . Content creation for YouTube.
- . Monetisation and earning from you tube.
- . Live monetized account study.
- . Dive deep in analysis of a live account with nearly 1 Million Minutes Views.
- . Video and Channel Optimization.
- . Advertisement for youtube videos.
- . How to be popular and viral?

8th Module - Competition Analysis

- . What is competition analysis?
- . How to analyze your competitors?
- . What paid tools you will need for this?
- . What free tools you can use for this?
- . How important is back link analysis in it?
- . Manual competition segmentation.
- . Secret tools to check competitors backlink.
- . Secret tools to check competitors social buzz.
- . Secret tools to check competitors google adds.
- . Secret tools to check competitors target keywords.

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Module 8 - Social Engagement

- . Re learn blog creation and setup.
- . Optimize blog and content for social.
- . Create social media targeted Viral content.
- . Content posting schedule with variations.

9th Module - Off Page Optimization

- . Back link creation in detail
- . Ethical link building and unethical linking.
- . Do follow and No follow link difference.
- . Website ranking factors DA, PA, PR.
- . Content marketing for SEO and link building
- . Guest Blog posting benefits in link building
- . YouTube and video back links
- . Quora and other Q&A sites back link

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Module 9 - Content Marketing - 1

- . Start with Quora and Q&A sites.
- . Check Nearly 2 Million view based account.
- . Learn How nearly 2 Million views achieved.
- . What other Q&A sites are there?
- . Why answer questions or create them?
- . How to use Medium and other such sites.
- . How to use successful blogs?
- . What is guest blog posting?
- . How to create content posting outreach campaign?
- . How to use own blog for content marketing?
- . What other sources are there?

10th Module - Local SEO

- . What is local SEO and how its important?
- . Google Local Optimization
- . Bing Local Optimization
- . Citation growth secret technique
- . Secret Local SEO tool
- . How to use business listing sites for local seo?
- . How to create own review website?
- . How to grow review in sites that help?
- . How to grow Google local business ethically?

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Module 10 - Content Marketing - 2

- . How to write content for different needs?
- . How content rules the world?
- . Tools for help in writing quality content?
- . How to focus & balance keywords while writing?
- . Personal tips for new writers.
- . Inbound Marketing Certification.

11th Module - Advanced tricks for SEO

- . HTTP to HTTPS why this shift is important?
- . Find and kill the vital errors.
- . 404 and other error codes that you must know.
- . RSS and Robots file tricks
- . How inbound link and internal link can help?
- . Link quality analysis.
- . Recover banned website in Google.
- . Find and kill the pages with high plagiarism.

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Module 11 - Ad-words and other Certifications

- . Why Ad-words and other certifications needed?
- . How to prepare for them?
- . Which certifications help?
- . How to keep working and renewing certification?

12th Module - Website Recovery

- . Complete website analysis.
- . Complete website backup and its tools.
- . Wordpress backup and restore introduction.
- . Live Website Audit by one of the best SEO Tool

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Module 12 - Learn Extensive Ideas Academy Certification

- . What you learn after the course?
- . How to use this knowledge in life?
- . How digital marketing can change your life?
- . How to keep growing your knowledge?
- . How to prepare Video CV?
- . How to prepare prepare strong profile?
- . How to get the best digital marketing job?
- . How to start your own digital marketing company?
- . How to grow your business?
- . How to work as freelancer?

References:

You may also check.
<https://whatisdigitalmarketing.in>

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