

Course: Digital Marketing

S.N	Content	Topic
1	Website Planning And Creation	<ul style="list-style-type: none">Validating Your Business IdeaTechnical TermsHow To Choose A Domain NameGetting a Free Hosting And Wordpress InstallationSetting Up Nameservers For Your Freenom DomainLinking Your Free Hosting With Your Free DomainSite Not Secure Error - How To ResolveWordpress TutorialDivi Theme Tutorial
2	Search Engine Optimisation	<ul style="list-style-type: none">How Search Engines WorkSEO BasicsOn Page OptimizationOn Page Optimization DemoOff Page OptimizationDo Follow Links Vs No Follow LinksHow To Build BacklinksLink Building: Building Social Bookmarking LinksBuilding Links: Directory Submission SitesBuilding Image LinksBuilding Q&A LinksGoogle Algorithm Updates
	Blogging	<ul style="list-style-type: none">Introduction To BloggingWordpress Blogging - Coming Up With Titles And Content For Your Blog



		<ul style="list-style-type: none">• Tips On Creating A Successful Blog• Blog Marketing Demo• How To Make Money From Blogging
3	Google Analytics	<ul style="list-style-type: none">• Google Analytics Introduction• Wordpress Integration And Analytics Basics• Views And Filters• Creating Goals In Analytics• Google Analytics Reports• User Management• How to Attend Google Certification Exams• How To Easily Clear Google Analytics Exam• Google Analytics Question Bank• How to Download Google Analytics Certification
4	Google Search Console	<ul style="list-style-type: none">• Google Search Console - Lesson Agenda• Creating An Account And Adding A Property• Site Performance or Search Analytics• URL Inspection - Fetch As Google• Links, Mobile Usability, Manual Actions• Rich Snippets - Structured Data• Rich Snippets Demo
5	Google Ads	<ul style="list-style-type: none">• Google Ads Introduction• How Google Ads Work• Google Ads Account Creation• Google Ads Keyword Research• Keyword Match Types• Google Search Ads



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A mission to link you to information system

		<ul style="list-style-type: none">• Ad Extensions• Dynamic Search Ads• Google Display Ads• Google Remarketing Ads• Gmail Ads• Google Ads Conversion Tracking• Google Video Ads• Google Shopping Ads• Google App Campaigns
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