

G-TEC EDUCATION

CERTIFICATE COURSE IN SOCIAL MEDIA MARKETING WITH SEO (SMSEO)

syllabus

CERTIFICATE COURSE IN SOCIAL MEDIA MARKETING WITH SEO - SMSEO

DURATION: 3 MONTH/108 HOURS

OBJECTIVE

This course is exploring the fundamentals of social media advertising, including audience targeting, ad creation, bidding strategies, and performance tracking. Understand how to develop and manage successful ad campaigns on platforms like Facebook, Instagram, Twitter, LinkedIn, etc. and learn how to develop comprehensive social media marketing strategies aligned with business goals. Explore techniques for audience analysis, competitor research, content planning, and setting measurable objectives. The course aims to provide a comprehensive understanding of SEO principles, best practices, and techniques to enable participants to optimize their online presence and drive targeted organic traffic to their websites.

EXIT PROFILE

- Community management
- Marketing generalist
- Content marketing
- Creative designer
- Social media consultant

CAREER PATH

- ✓ Community management
- ✓ Marketing generalist
- ✓ Content marketing
- ✓ Creative design
- ✓ Social media consulting

COURSE OUTLINE			
COURSE NAME:	**CERTIFICATE COURSE IN SOCIAL MEDIAMARKETING WITH SEO (CCSM-SEO)**	**DURATION**	**3 M/108H**
MODULE	**TOPICS**	**DURATION**	**TOTAL**
Module-I	Introduction to Digital Marketing	1 M/36 H	**3 M/108H**
	Social Media Marketing		
	Facebook Marketing		
	Instagram Marketing		

	WhatsApp business		
	CANVA		
	GOOGLE Business		
Module-II	Introduction to Search Engine Optimization	2 M/72 H	
	OnPAGE & OffPAGE Optimization		
	Keyword Research and Competition		
	Google Analytics		
	Introduction to PPC Marketing		
	Google AdWords		
	Google AdSense		
	Affiliate Marketing		
	Conversion Rate Optimization (CRO)		
	Outbound and Inbound SMS Campaigns - SMS Marketing		
	Blogging, Vlogging, Funnels		

MODULE-I IN DETAIL

INTRODUCTION TO DIGITAL MARKETING

- ✓ What is marketing?
- ✓ How we do Marketing?
- ✓ What is Digital Marketing?
- ✓ Benefits of Digital marketing
- ✓ Digital marketing platforms and Strategies
- ✓ Comparing Digital with Traditional Marketing
- ✓ Defining Marketing Goals
- ✓ Latest Digital marketing trends
- ✓ Case studies of Digital campaigns

SOCIAL MEDIA MARKETING

- ✓ Introduction to SOCIAL MEDIA MARKETING
- ✓ What is social media?
- ✓ SMMVs. SMO
- ✓ Benefits of using SMM
- ✓ Social Media Statistics
- ✓ Why use Social Media Marketing
- ✓ Social Media Strategy

- ✓ Impact of social media on SEO

FACEBOOK MARKETING

- ✓ Facebook account setup
- ✓ Personal account properties
- ✓ Facebook marketing strategy
- ✓ Competition analysis
- ✓ Facebook business page setup
- ✓ Types of Business pages
- ✓ Increase the Likes to page
- ✓ Page management options
- ✓ Types of Posts and Statistics
- ✓ Dimensions in Posts
- ✓ Creating a post strategy
- ✓ Examples of Creative Posts
- ✓ User engagement metrics
- ✓ Facebook Insights
- ✓ Facebook Advertising
- ✓ What is Facebook Advertising Types of Promotions?
- ✓ Audience Targeting
- ✓ Advanced Audience Targeting Bidding Strategies
- ✓ Ad Formats

INSTAGRAM MARKETING

- ✓ What is Instagram
- ✓ Instagram statistics
- ✓ How Brands use Instagram
- ✓ Creating Instagram Account
- ✓ Tour of Instagram App
- ✓ Content strategy and Tips
- ✓ Picture Dimensions
- ✓ Filters in Instagram
- ✓ Using Hashtags
- ✓ Advertising options in Instagram

WHATSAPP BUSINESS

- ✓ Importance of WhatsApp Marketing
- ✓ Business Account setup and settings
- ✓ Business tools
- ✓ Messaging tools
- ✓ Broadcast

- ✓ Labels

CANVA

- ✓ Logo creation
- ✓ Facebook poster
- ✓ Facebook cover
- ✓ Instagram poster
- ✓ Facebook ad post

GOOGLE BUSINESS

- ✓ Google Page Creation
- ✓ Page setup
- ✓ Reviews
- ✓ Categories

MODULE-II IN DETAIL

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

- ✓ How the search engine works?
- ✓ Components of Search Engines
- ✓ Google Algorithms
- ✓ Google Results Page
- ✓ Panda, Penguin, Hummingbird & Pigeon
- ✓ Latest Updates in Google
- ✓ Online Resources
- ✓ Latest Updates in Google
- ✓ Online Resources

ONPAGE OPTIMIZATION

- ✓ Introduction to OnPage
- ✓ What Is Webmaster Tools
- ✓ Verification Process in GWMT
- ✓ Selection target Location
- ✓ OnPage Analysis Methodology
- ✓ Fundamental On-page Factors
- ✓ Website Speed
- ✓ Domain name in SEO
- ✓ URL Optimization
- ✓ Title Tag Optimization
- ✓ Meta Tags Optimization
- ✓ Content Optimization
- ✓ Sitemaps Generation

- ✓ Using Robot.txt In Site
- ✓ URL Redirecting Techniques
- ✓ canonical Links
- ✓ Rich Snippets

OFFPAGE OPTIMIZATION

- ✓ What is Link Building
- ✓ Types of Linking Methods
- ✓ DoFollow Vs. NoFollow
- ✓ Link building Guidelines
- ✓ Linking Building Methodology
- ✓ Links Analysis Tools
- ✓ Directory Submissions
- ✓ Local Business Directories
- ✓ Social Bookmarking
- ✓ Using Classifieds for Inbound traffic
- ✓ Question and Answers
- ✓ Slogging& Commenting
- ✓ Guest Slogging
- ✓ Press Releases
- ✓ Link Building Resources

KEYWORD RESEARCH AND COMPETITION

- ✓ Introduction to Keyword Research
- ✓ Types or Keywords
- ✓ Keyword Research Methodology
- ✓ Business Analysis & categorization
- ✓ Google Keyword Planner
- ✓ Market Research and Analysis
- ✓ New Keyword Ideas
- ✓ Competition Analysis
- ✓ Finalizing the Keywords List

GOOGLE ANALYTICS

- ✓ What is Analytics?
- ✓ Importance of Analytics for Business
- ✓ Popular Analytics Software's
- ✓ Key Performance Metrics (KPI] in Analytics
- ✓ Visits and Users
- ✓ Time on Page / Site Bounce Rate
- ✓ Exit Rate

- ✓ Conversion Rate Engagement
- ✓ Introduction to Google Analytics
- ✓ Installing Analytics code in site
- ✓ Analytics account structure
- ✓ Interface tour of Google Analytics General Tools in Analytics
- ✓ Real time Reports
- ✓ Settings in Analytics

INTRODUCTION TO PPC MARKETING

- ✓ Overview of PPC Marketing Training
- ✓ What PPC Marketing is All About
- ✓ Why You Should Be Using PPC Marketing for Your Business
- ✓ Different Ad Networks & Automation Tools

GOOGLE ADWORDS

- ✓ Overview of google AdWords
- ✓ The Importance of using Google AdWords
- ✓ Understanding the Auction
- ✓ The Importance of Ad Relevance
- ✓ Relevant Landing Pages
- ✓ AdWords Account Structure
- ✓ Keyword Strategy & Tools
- ✓ Google Keyword Planner
- ✓ Google Analytics & AdWords

GOOGLE ADSENSE

- ✓ What is Google AdSense
- ✓ How it Works?
- ✓ Top AdSense Earners (Global/ India]
- ✓ AdSense Guidelines
- ✓ Website ideas tor online earning
- ✓ Finding a Proper Niche
- ✓ Types of AdSense Account
- ✓ AdSense Interface Tour
- ✓ Create your First Ad
- ✓ Ad Formats and Sizes Bidding Models
- ✓ Custom Channels
- ✓ Ads Limits in a page
- ✓ Adding code in site / using plugin
- ✓ Blocking Ads
- ✓ AdSense Optimization Tips

AFFILIATE MARKETING

- ✓ What is Affiliate Marketing?
- ✓ How Affiliate marketing works
- ✓ How to Find Affiliate Niche?
- ✓ Top Affiliate Marketing networks
- ✓ Affiliate marketing networks
- ✓ Affiliate marketing in E-commerce
- ✓ Apply for Affiliate Marketing network
- ✓ Understanding the dashboard
- ✓ Promoting the Affiliate products
- ✓ Methods of Promotions
- ✓ Reports and ROI
- ✓ Best resources tor affiliate marketing

CONVERSION RATE OPTIMIZATION (CRO)

- ✓ Conversion Planning
- ✓ Creating Conversion Structure
- ✓ Web Analytics Analysis and Measurement
- ✓ Taking Action and Optimizing Product
- ✓ Conversion with PPC
- ✓ Increase conversation rate

OUTBOND AND INBOUND SMS CAMPAIGNS - SMS MARKETING

- ✓ What is SMS Marketing?
- ✓ Why use SMS marketing
- ✓ Understanding the target audience
- ✓ Stages of SMS Marketing

BLOGGING, VLOGGING, FUNNELS.

- ✓ What is Blogging, Vlogging and Funnels?
- ✓ Understanding the target audience
- ✓ Competitor analysis and Keyword Research, Video Planning, creation and Strategy