

Inventateq

ADVANCED DIGITAL MARKETING COURSE CURRICULUM

YOUR JOB HUNTING ENDS HERE

Start your career with digital marketing course that gets
Your dream job!

Become A Google & Facebook Certified Professional

It is only skills and not degree that can help you grow. But if you are one of those individuals who believe in getting certified along with skills then we have got you covered. After completion of the training not only will you become an expert in digital marketing but you will also be a Google & Facebook certified professional.

One Training Program 9 Certifications

Inventateq

6 AdWords Certification

To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one more AdWords exam. INVENTATEQ will prepare and help you to clear all these exams -

- AdWords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising
- Facebook Blueprint Certifications
- Google Analytics Certification
- Industry Recognized INVENTATEQ Certificate

GET TRAINING AND GET EMPLOYED



CLASS ROOM TRAINING



ONLINE TRAINING



CORPORATE TRAINING

18,409+
Trainees

500+
Batches

4.9/5
Ratings

18,409+ Success Stories

Here is what they say about INVENTATEQ.



Inventateq is one of the best center to grow your knowledge. Whatever they commit they do. I have join for the Digital Marketing Course. Rahul Sir, you have clear my each and every concepts. You are always ready to help out your student.

MUKUTA PEGU



The course covers almost all aspects of online marketing modules including SEO, PPC and SMM which has a huge demand in the current business scenario. Classes were very interactive which was very helpful.

AJAY



Inventateq is the best institute for Digital Marketing. Rahul sir has helped a lot in getting placement as well as clearing doubts. Even after course completion whenever I have approached regarding any doubt Sir has given complete importance and explained me the stuffs clearly.

KUMAR



Best training institute for learning Digital Marketing. I got best training for digital marketing from inventateq. Rahul sir thoroughly clear all the doubts and within 2 months he completed the training. Good value for money and time too

SADHIKA PARVEEN

18,409+ Success Stories

Here is what they say about INVENTATEQ.



I did Digital Marketing course from Inventateq it is one of the best institute in the Bangalore to learn Digital marketing. Excellent, focused course, very easy to understand.

SURENDRA KUMAR



Good value for money. Mr. Rahul highly skilled person in the field - who has the knack of explaining complex topics in the simplest way possible. It helped me to grasp and gain knowledge about various modules incorporated in the digital marketing field at affordable price.

DIVYA



Instead of saying it as a course, I would say it is a great experience. This special and innovative course has covered all the aspects of marketing in a very good manner. The way syllabus is defined matches with your busy schedule. It is easy to learn and earn an additional credit for you in person.

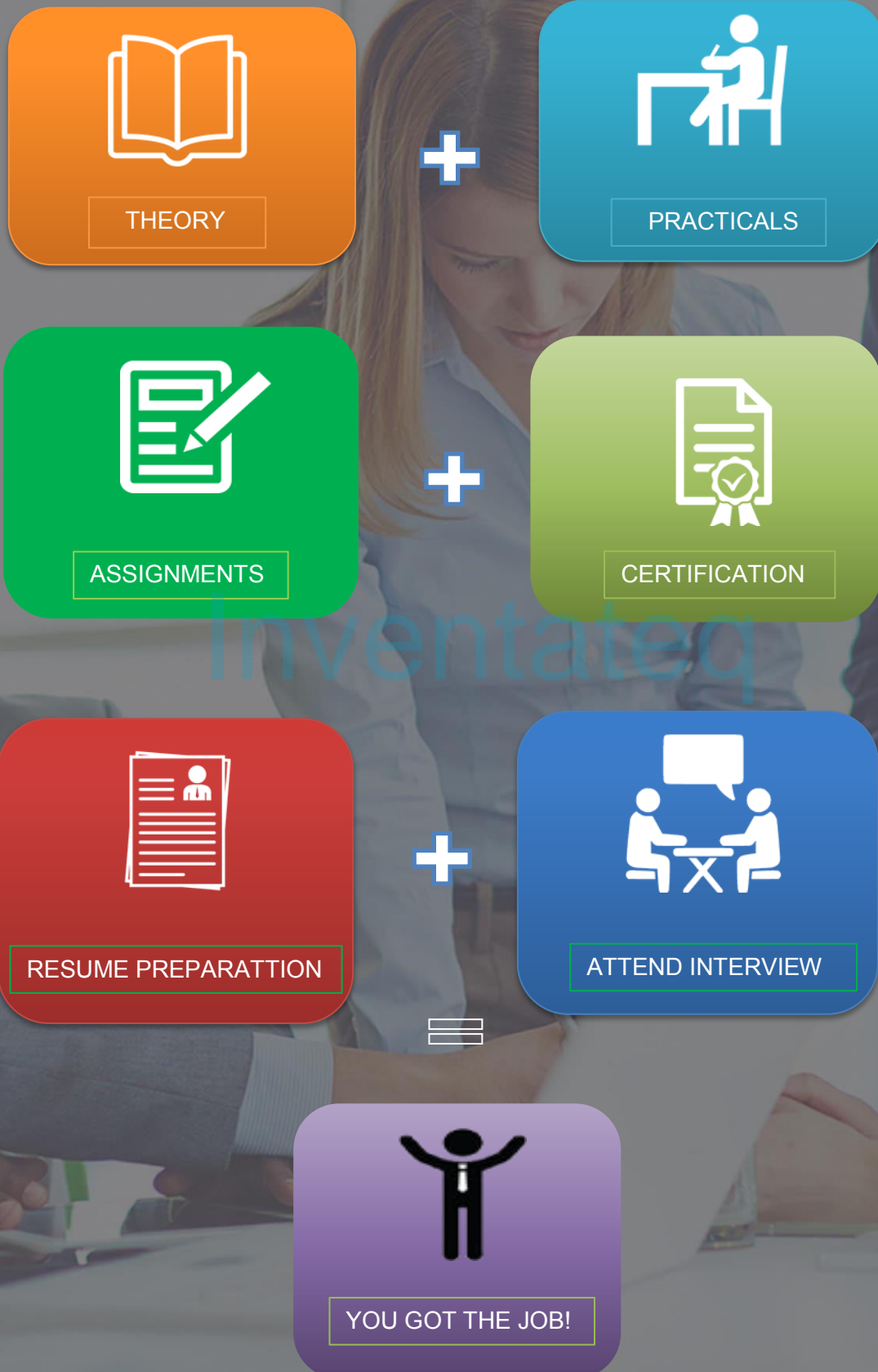
ADHARSH



I recently had the opportunity to attend Digital Marketing course presented by Rahul Sir. I refer them because they have that unique combination of an in-depth knowledge of their subject and the ability to communicate that in a clear and interesting manner. After completion of the course they have sent me for job interviews also, and now I got placed. Thanks you so much.

SRI RAM

Training Process



Detailed Course Syllabus



TABLE OF CONTENT

1	Advance SEO with HTML
2	SEM/PPC/Google Adwords/Bing Ad center
3	Email Marketing
4	Social Media Marketing (Facebook, Twitter, LinkedIn, Google plus, Pinterest, Instagram)
5	Mobile Marketing
6	Content Marketing
7	Google Maps
8	Google Analytics
9	Google Tag Manager
10	Earning Money via Blogs, youtube videos
11	Affiliate Marketing
12	Shopping / E-Commerce Advertisement
13	Google Merchant Center
14	Google Search Console
15	Youtube Video Ads
16	Display Advertisements
17	Online Reputation Management
18	Freelancing Projects
19	Learn How to Develop a website using Wordpress
20	Lead Generation & Increasing Sales

Introduction

- What is search engine optimization?
- How major search engines rank websites
- The top search engine ranking factors
- How to interpret the search engine results
- Overview of the processes and concepts behind search engine optimization
- What to expect from an SEO campaign
- Principles and importance of the Google Page Rank system
- Important developments in major search engines
- Top SEO myths revealed
- Common SEO mistakes
- What is White Hat & Black Hat SEO?

02

Web design For On-Page SEO

- Creating a search engine friendly website Inventateq.com
- Understanding website usability and accessibility
- Identifying areas for improvement (includes SEO review of existing site/s)
- Improving content quality
- Improving conversion with good page layout
- How to emphasise your unique selling points
- Website code standards compliance
- The importance of website load times to search engine ranking (new)
- Finding broken links
- Avoiding domain canonicalisation and duplicate domains

03

What is On-Page Optimization

- Keyword Research with Google Keyword Planner
- How to Select a Domain Name?
- Page Naming {URL Structuring}
- Folder Naming Image Naming
- Image Title and ALT Tags Creation
- What are Meta Tags
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Inserting keywords in content}
Anchor Text, Link Title
- Robots.text file use
- creation HTML Sitemap creation XML Site Map
- Creation ROR text sitemap
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool) What is Alexa?
- Alexa Integration

04

Content SEO Techniques

- Best keyword research and selection tools
- Competitor keyword research tactics
- Adding niche industry terms into your search engine optimisation strategy
- Understanding search volumes ('Broad' versus 'Exact' keyword match)
- Checking keyword competition
- Long tail keywords - what they are and how to select and use them
- The relative importance of Meta tags, titles, headings (H1 - H6 tags) and body text
- Improving SEO by using background images with text overlay
- Correct use of image ALT tags
- SEO copywriting techniques
- Effective use of internal text links
- How to manage page redirects and avoid 404 errors
- Duplicate content, the problems it causes and how to spot it

05

Google Webmaster Tools & Web Analytics

- Understanding Google Webmaster Guidelines
- Overview of Google Webmaster Tools and functionality
- Google sitemaps, how to create and submit an XML sitemap
- Website geographic targeting
- Using Google Analytics
- Carrying out a simple website 'health check' using Google Analytics
- How Google Analytics can fine tune your SEO and PPC campaigns
- Understanding your website traffic sources
- Utilising the Google Toolbar

06

Google SEO TIPS

- Overcoming Google indexing problems
- How to utilise Google Places and Local Search
- How online citations benefit Google Local listings
- Utilising Google Advanced Search Operators to find potential link partners
- Removing unwanted content from the Google index

Google Analytics

07

Off-Page Optimisation Techniques

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds

08

Web Marketing Tips

- Identifying good versus bad web directories
- How to manage web directory submissions
- How much to pay for web directory listings
- Writing articles and making article submissions
- PR sites for press releases
- Social Bookmarking
- What is link bait?
- Ethical use of do-follow forums
- Blogging and blogs
- Squidoo
- Hubpages
- Encouraging Social Media references and becoming part of the Social Networking revolution

09

Avoiding a Google Penalty

- What are bad neighbourhoods?
- Identifying link farms and link networks
- What is link spam?
- Sand Boxing
- Hidden text and content
- Keyword stuffing
- Cloaking
- Malware
- -30, -350, -950 Penalties

10

SEO Latest Developments

- Overview of the Google Panda update
- Google Penguin SEO
- Google EMD and Many More...
- Google Humming Bird Update

11

Advance SEO Techniques

- Using Schemas
- Structured Markup Data & Rich Cards
- Google Tag Manager
- Open Graph Tags for Facebook and Twitter
- Conversions
- Review Schemas, Breadcrumbs SEO, Events
- Wikipedia Submission
- Knowledge Graphs
- Accelerated Mobile Pages (AMP)
- Mobile SEO

12

PPC Google AdWords

Module 1 Understanding the value of online advertising

1.1 Benefits of online advertising and AdWords

1.2 Google's advertising networks

- Search Network
- Display Network
- Shopping Ads
- Youtube Ads
- Mobile Apps Campaign

1.3 Where your ads can appear

Search ad formats

- Text ads
- Ad extensions

Display ad formats

- Text ads
- Image ads
- Rich media ads
- Video ads
- Showing your ads on mobile phones

1.4 The quality of your ads

Understanding Quality Score and Ad Rank

1.5 What you pay

Choosing a bidding strategy cost-per-click (CPC),
Cost-per-thousand impressions (CPM) & Cost- per-acquisition (CPA).

12 PPC Google AdWords

Module 2 Setting up an AdWords campaign

2.1 Choosing a campaign type

- Search Network only
- Display Network only
- Search Network with Display Select
- “Standard” or “All features” sub-types.
- Remarketing
- Ads in mobile apps
- Gmail Ads, Gmail Sponser Ad

2.2 Structuring your campaign

> Account Creation > Campaign Creation > Adgroup Creation

2.3 Targeting your audience

- **Keyword targeting**
- **Display Network targeting**
 - **Contextual targeting:** Match relevant website content using keywords or topics
 - **Audiences:** Reach specific groups of people using affinity audience, in-market audiences, remarketing and/or demographics
 - **Managed placement targeting:** Select specific websites and apps
- **Location and language targeting**
- **Device targeting**

2.4 Setting bids and budgets

2.5 Creating ad groups

Keywords - Tips for creating your keyword list:

Choosing and organizing your keywords Researching new keywords

- Use the Keyword Planner or Display Planner

Optimizing your keywords Types of ad formats include:

Texts, Ad extensions, Image, WAP mobile, App promotion ads, Instream video, Product Listing Ads, Call-only ads.

Types of ad extensions include: 1. Manual extensions: 2. Automated extensions:

Tools to plan a campaign

Module 3 Measuring and optimizing performance

3.1 Measure your results

- Understanding AdWords reports and statistics
- Customize your data
- Dimensions tab
- Search terms report
- Top movers report
- Paid & organic report
- Auction insights

3.2 Tools to measure your performance

3.3 Evaluate metrics relevant to your goals

3.4 Optimize your campaign

- **Basic ways to improve your ROI**
 - Keyword Optimisation
 - Text Ads Optimisation
 - Budget and Big Optimisation
- Increasing your brand awareness on the Display Network

Module 4 Search Fundamentals Review

1.1 Organizing campaigns and ads in your account

1.2 Using keyword matching options

1.3 Using broad match

1.4 Using broad match modifier

1.5 Account, campaign and ad group performance

1.6 Understanding ad position and Ad Rank

1.7 Actual cost-per-click (CPC)

2.1 Ad Formats

2.1.1 Text ad

2.1.2 What makes up a text ad

2.1.3 Tips for creating successful text ads

2.1.4 About Shopping campaigns and Product Listing Ads

2.1.5 Using Dynamic Search Ads

2.2 Ad Extensions

2.2.1 Enhance your ad with extensions

2.2.2 Show local business info with location extensions

2.2.3 About Google my business

2.2.4 Add phone numbers to your ads

2.2.5 Understanding your seller ratings

2.2.6 Display additional sitelinks below your ad text

3.1 Check and understand Quality Score

3.2 Understanding landing page experience

3.3 Create an effective mobile site

3.4 About invalid traffic Module 2 Ad

Formats Module 3 Ad & Site Quality

Module 4 AdWords Tools

- 4.1 Overview of AdWords Tools
- 4.2 See your account history
- 4.3 Keyword Tools
 - 4.3.1 Add negative keywords to your campaign
- 4.4 Targeting Tools
 - 4.4.1 Target ads to geographic locations
 - 4.4.2 How ads are matched to geographic locations
 - 4.4.3 Excluding IP addresses
- 4.5 Bidding and Budgets Tools
 - 4.5.1 Enhanced cost-per-click (ECPC)
 - 4.5.2 About Conversion Optimizer
 - 4.5.3 Set up Conversion Optimizer
 - 4.5.4 Troubleshooting for Conversion Optimizer
 - 4.5.5 Using automatic bidding
 - 4.5.6 Cost-per-acquisition (CPA) bidding
 - 4.5.7 Finding your first ads
- 4.6 About AdWords Editor

Module 5 Performance Monitoring and Reporting

- 5.1 Introduction to AdWords Reporting
 - 5.1.1 Introduction to AdWords Reports
 - 5.1.2 Explore your data on the Campaigns tab
 - 5.1.3 Customize your performance data
 - 5.1.4 Use columns to find specific performance data
 - 5.1.5 Create, save and schedule reports
 - 5.1.6 Find, edit or remove reports
- 5.2 Interpreting AdWords

- 5.2.1 Evaluate ad performance on the search network
- 5.2.2 Attribution reports and conversion data
- 5.2.3 Measure keyword performance on the Search Network
- 5.2.4 Measuring reach and frequency
- 5.2.5 Measuring geographic performance
- 5.2.6 Measuring and comparing performance by periods of time
- 5.3 Additional Performance Insights
 - 5.3.1 Using Auction insights to compare performance
 - 5.3.2 Using the Home tab to track your performance
 - 5.3.3 Using labels in AdWords
 - 5.3.4 Use segments to view performance data
 - 5.3.5 Understanding the Search terms report
 - 5.3.6 Measure ad extensions performance
- 6.2.2 Set up experiments
- 6.2.3 Monitoring your experiments
- 6.3 Using custom ad scheduling
- 6.4 Using keyword insertion
- 6.5 Get ideas to improve your account

12 PPC Google AdWords

Module 5 Performance Monitoring and Reporting Module 7 Performance, Profitability and Growth

7.1 Budget Growth

7.1.1 Understand budget impact on profit

7.1.2 Scaling budget by performance

7.1.3 Growing a profitable campaign

7.1.4 Growth in practice

7.1.5 Improve performance when daily budget is depleted

7.2 Bidding for Performance

7.2.1 Learn the basics of performance-based bidding

7.2.2 Selecting metrics to maximize profit

7.3 Profitability and Lifetime Value

7.3.1 Achieving profitability

7.3.2 How to estimate conversion value

About advertising on YouTube

- Benefits of advertising on YouTube
- YouTube and audience engagement
- About TrueView video ad formats
- TrueView in-stream ads
- TrueView in-display ads
- Reaching potential customers
- Keyword contextual targeting:
- Demographic, Topics
- Affinity audiences, Custom affinity audiences,
- In-market audiences Remarketing
- Your channel and Google+
- YouTube Video Editor

SHOPPING ADS

- Overview of how Product Listing Ads work
- Create a Google Merchant Center account
- Create your product data feed
- Create Shopping campaigns in AdWords

12 PPC Google AdWords

Module 1 Mobile Overview

- 1.1 Consumer behaviour and the impact of mobile
 - 1.1.1 Mobile trends and opportunity
 - 1.1.2 Ways consumers make decisions
- 1.2 How mobile can fulfil advertisers' objectives
 - 1.2.1 Promote an app
 - 1.2.2 Drive calls
 - 1.2.3 Drive online sales
 - 1.2.4 Drive store sales
 - 1.2.5 Build awareness
- 1.3 Google selling points
- 1.4 Best practices
 - 1.4.1 Importance of a mobile site
 - 1.4.2 Needs on mobile site
 - 1.4.3 App design insights

Module 2 Bidding and Targeting

- 2.1 Mobile bid adjustment
- 2.2 Keywords
- 2.3 Targeting
- 2.4 Mobile - special bidding strategies
- 2.5 Remarketing Module
- 3.0 Mobile Ads
 - 3.1 Network overview: Display, Search, YouTube
 - 3.2 Ad extensions Ad formats
 - 3.3 Mobile display
 - 3.4 Interstitial/Video
 - 3.5 App promotion
 - 3.6 App engagement

Module 4 Measurement

- 4.1 Full value of Mobile
- 4.2 How mobile AdWords is different than desktop
- 4.3 Measuring mobile success
- 4.4 App conversion tracking
- 4.5 Call conversion tracking
- 4.6 Mobile analytics with third parties
- 4.7 Google Analytics integration
- 4.8 Reporting

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13

Advance Social Media

1. Introduction to Social Media
2. Creating a Social Media Strategy
3. Understanding Paid, Earned, and Owned Social Media
4. Social Sharing
5. Blogging for Business
6. Finding & Communicating with Influencers
7. Video & Youtube Marketing
8. YouTube Advertising
9. Social Networking & Facebook
10. Facebook Advertising
11. Microblogging & Twitter
12. Twitter Advertising
13. Online Reputation Management
14. Social Media Measurement
15. Social Media Analytics
16. Pinterest Marketing
17. Marketing through LinkedIn
18. Instagram

14

Email Marketing

1. Getting Started
 - ❖ Email Marketing Strategy
 - ❖ Email Marketing History
 - ❖ How Email Marketing Working for Your Business
2. Email Content Strategy
 - ❖ Learn Type of Emails
 - ❖ Email Template
 - ❖ Find the best components for your marketing emails
3. Email Marketing Plan
 - ❖ Choose on a target audience.
 - ❖ Decide your email campaign goals
 - ❖ Setting strategies
 - ❖ Follow email marketing legal guidelines
4. Build your Email List
 - ❖ Learn ways to build your email list
 - ❖ Build your email list through a Subscribe Form
 - ❖ Build your email list through a Leads Form
 - ❖ Buying Database
 - ❖ Organize Event to build Email List
5. Choosing your Email Platform
 - ❖ Learn Type of Email Platform
 - ❖ Learn about Email Solution Provider
 - ❖ Check to see if email provider is blacklisted
 - ❖ Compare email providers
6. Measuring your Email Campaign's Success
 - ❖ Learn How to Check your open rates, click-through-rates, conversion rates, unsubscribe rates , and Bounce rates
 - ❖ Learn to Measure A/B Split Testing
 - ❖ Understanding email display problems
 - ❖ Testing how spam filters react to your campaign email

Affiliate Marketing

1. Fundamental Of Affiliate Marketing

- ❖ Referel Vs Affilate
- ❖ What is Affilate Marketing
- ❖ What is Merchant
- ❖ Network
- ❖ Type if Affilate Network

2. How become Affiliate Advertiser?

- ❖ What Advertiser Network?
- ❖ Products/Service
- ❖ Cost Per Coverision
- ❖ Search engine spam
- ❖ Advertiser Requirements
- ❖ Type of Ads
- ❖ Ads Placement

3. How Become Affiliate Publisher?

- ❖ What is Publisher?
- ❖ Product Website Vs Publisher Website
- ❖ Niches Website?
- ❖ Create Conent and Publsish Post
- ❖ Increase Wesite Traffic
- ❖ Join Publisher Network
- ❖ Eligibility to become a Publisher
- ❖ Cost Per Commision
- ❖ Apply the Code on Your Website

4. Analytics

- ❖ How to Track Your Advertiser Network
- ❖ How to Track Your Publisher Network

16

Google Adsense

Google Ad Sense

- ❖ Google Adsense Fundamentals
- ❖ Google Adsense Approval Basics
- ❖ Google Adsense Approval Strategies
- ❖ Introduction To Adsense Account Interface
- ❖ How To Use Adsense Account Interface?
- ❖ How To Place Ads On Websites?
- ❖ How To Place Ads On Blogs?
- ❖ Custom Ads Fundamentals
- ❖ Ads/DFP Planner
- ❖ How Will You Earn Money Via Adsense?

17

Google Webmaster Guidelines & Search Console

Google Webmaster Guidelines and Search Console Google Webmaster Guidelines

- ❖ Google Webmaster Guidelines Part 2
- ❖ SEO | White Hat Vs Black Hat SEO Techniques
- ❖ OnPage and OffPage SEO | Holistic View
- ❖ OnPage SEO Foundation
- ❖ Adding a website to Google Search Console
- ❖ Google Search Appearance | Structured Data
- ❖ Google Search Appearance | Rich Cards
- ❖ Google Search Appearance | Data Highlighter
- ❖ Google Search Appearance | HTML Improvements
- ❖ Google Search Appearance | Accelerated Mobile Pages
- ❖ Google Search Traffic | Search Analytics
- ❖ Google Search Traffic | Links to your website
- ❖ Google Search Traffic | Internal Links & Manual Actions
- ❖ Google Search Traffic | International Targeting
- ❖ Google Search Traffic | Mobile Usability
- ❖ Google Index | Index Status and Blocked Resources
- ❖ Google Index | Remove URLs
- ❖ Google Crawl | Crawl Errors and Crawl Stats
- ❖ Google Crawl | Fetch as Google
- ❖ Google Crawl | Robots.txt Tester
- ❖ Google Crawl | Sitemaps and URL Parameters
- ❖ Google Crawl | Google Security Issues
- ❖ Website is Hacked ? | Recovery Process
- ❖ Google Search console | Other Resources
- ❖ SEO learning | wrapping Up

18

Google Analytics

1. Introducing Google Analytics

- ❖ Why digital analytics?
- ❖ How Google Analytics works
- ❖ Google Analytics setup
- ❖ How to set up views with filters

2. The Google Analytics layout

- ❖ Navigating Google Analytics
- ❖ Understanding overview reports
- ❖ Understanding full reports
- ❖ How to share reports
- ❖ How to set up dashboards and shortcuts

3. Basic Reporting

- ❖ Audience reports
- ❖ Acquisition reports
- ❖ Behavior reports

4. Basic Campaign and Conversion Tracking

- ❖ How to measure Custom Campaigns
- ❖ Tracking campaigns with the URL Builder
- ❖ Use Goals to measure business objectives
- ❖ How to measure Google Ads campaigns
- ❖ Course review and next steps

OUR HIRING PARTNERED COMPANIES LIST



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POPULAR COURSES FROM INVENTATEQ



100% JOB ORIENTED TRAINING COURSES WE PROVIDE

❖ Digital Marketing (SEO/Social Media/PPC Google Adwords)	❖ BigData Hadoop Course	❖ Machine Learning Certification Training
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❖ Data Science Courses	❖ Weblogic Training	❖ Java course
❖ RPA Training	❖ .NET Technologies	❖ Software Testing Course, Manual Testing, QTP, UFT, Loadrunner
❖ Internet of Things IoT Training	❖ SOA Suite 11g	❖ C C++ Course
❖ Microsoft Azure Training	❖ Oracle DBA Training	❖ Tableau
❖ Data Warehousing - Informatica	❖ Oracle SQL, PLSQL, DBA, D2k, Apps	❖ PHP MYSQL, Python
❖ Selenium Training	❖ ETL Testing Course	❖ Human Resources Classes
❖ IBM Cognos 10 BI & Cognos TM1	❖ PPC Training Institute	❖ Microstrategy Course
❖ Qlikview (Designer, Developer, Publisher, Server)	❖ Autodesk Revit Training	❖ Cisco CCNA Networking
❖ IBM Websphere	❖ Autodesk CAD 2d and 3d Course	❖ SAS Training
❖ Learn ODI 11g	❖ Catia Training	❖ Softskill Courses
❖ Python Training	❖ Wiring Harness Training	❖ ITIL Certificate Training
❖ Abinitio Classes	❖ Content Writing Training	❖ SAP Courses
❖ Web Designing Course	❖ Siebel CRM Courses	❖ OBIEE
❖ Data Stage Classes	❖ Clear Case Training	

6 CENTERS AND COUNTING

BTM LAYOUT

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company signal, opp to OI Play school,
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CHENNAI

Velachery main road, No 2, 11th Main
Road, G1 Es El En Manasarover, Vijaya
nagar Opposite to Grand Mall, Near
Chennai Silks, Next to Venkateswara
Super Market, VELACHERY, Chennai,
Tamilnadu-600042
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