

Advanced Digital Marketing Training at One Team Solutions - Training Syllabus

Day 1	Overview of digital marketing concepts and terminology	Evolution of digital marketing and its impact on businesses	Scope of Digital Marketing
Day 2	Introduction - Domain, hosting, wordpress		
Day 3	Website Development - elementor	Header, footer, Elementor, Menu adding etc	
Day 4	Blog		
Day 5	What is SEO, How Search Engine Works		
Day 6	Overview of search engines and their role in driving organic traffic		
Day 7	search engine algorithms and ranking factors	What is Meta Title & Meta Description	
Day 8	main types of SEO techniques	Introduction of White hat, Black hat, Gray hat & Negative SEO	
Day 9	Competitor Analysis Step - 1	Importance of competitor analysis in SEO	
Day 10	Identifying competitors and their online presence	Analyzing competitors' keywords, content	
Day 11	Task - 1 Website Analysis & Identifying competitors, keywords	WEBSITE(Random website, software company, plumbing company etc)	
Day 12	Task 1 continues		
Day 13	How to do Keyword Research and Analysis		
Day 14	Task 2 -do keyword research of task 1 website		
Day 15	Task 2 - Doubts clearing etc		
Day 16	Task 2 - Checking sheets.		
On-Page SEO Optimization			
Day 17	Importance of a well-organized website structure	why keywords in content are important for SEO	
Day 18	Optimizing navigation menus and internal linking	Creating user-friendly URL structures	
Day 19	Title Tags and Meta Descriptions	Writing compelling and optimized title tags	
Day 20	Crafting effective meta descriptions for search engine results		
Day 21	Best practices for length and keyword usage		
Day 22	Task 3 - Meta title meta description Generation		

Day 23	Task 3		
Day 24	Header Tags and Content Optimization	Proper use of header tags (H1, H2, H3, etc.) for content hierarchy	
Day 25	Optimizing content with relevant keywords and semantic markup	Techniques for creating engaging and valuable content	
Day 26	Importance of Internal Links		
Day 27	Image Optimization	Optimizing image file names and alt text for search engines	Compressing images for faster page load times
Day 28	Task 3 - Header Tags and Content Optimization & Image Optimization		
Technical SEO			
Day 29	Website Crawlability and Indexability:	Optimizing robots.txt file to control crawlers' access	
Day 30	Implementing XML sitemaps for efficient indexing	Create a Sitemap & Add it to Google Search Console (GSC)	
Day 31	Site Speed Optimization:	Mobile Responsiveness and Mobile-First Indexing:	
Day 32	Structured Data and Schema Markup	Canonicalization and URL Structure:	
Off-Page Optimization			
Day 33	Link Building Strategies:	Backlinks	Influencer Marketing:
Day 34	Guest Blogging and Content Syndication:	Local SEO and Business Listings:	Online Community Engagement: Brand Mentions and Unlinked Brand Citations:
Day 35	Online PR and Digital PR Strategies:	Social Bookmarking and Content Promotion:	Monitoring and Analyzing Off-Page SEO Metrics:
Day 36	What is Google Tag manager ?	Check & Set Up Google Search Console(GSC)	Check for Index Coverage Issues.Check for Manual Penalties
Day 37	Performance marketing		
Day 38	Project - Website Creation & SEO Implementing		

Shopify

Day 39	Introduction to Shopify: Explain what Shopify is and its purpose in building e-commerce websites.	Overview of Shopify's Features: Highlight key features such as themes, templates, product management, and payment gateways.	
Day 40	Setting up a Shopify Account: Guide the student through the process of creating a Shopify account.		
Day 41	Exploring the Shopify Dashboard	Theme Selection, Product Management	
Day 42	Adding Pages: Guide the student in creating essential pages like Home, About Us, Contact, and Privacy Policy.		
Day 43	SEO for Shopify		

SEM - Overview of google AdWords

Day 44	Ad rank	Quality score & how to improve it	CPC bid
Day 45	Creating an google ads account	Google keyword planner	Search volume, paid difficulty & CPC
Day 46	Keyword match types		
Day 47	Finding Negative keywords & how to add it	Different types of biddings strategies	
Day 48	Landing page features		
Day 49	Basics of how to optimize ad campaign	How to select the campaign is suitable for a business	
Day 50	Different type of campaign objectives	Sales, leads, website traffic, Product and brand consideration, Product and brand consideration, App promotion	Local store visits and promotions, Create a campaign without a goal's guidance
Day 51	Introduction - search ads, display ads, performance max, video, shopping, discover ads		

Day 52	Ads creation - search ads	Content exclusion , related videos, placements, audience segments, budget etc	
Day 53	display ad and shopping ad		
Day 54	Youtube channel google ads account linking - skip ads, unskipable ads, bumper ads, feed ads		
Day 55	Google Ads conversion tracking setup in GTM	Google Ads remarketing setup in GTM	
<h2 style="text-align: center;">Social Media Marketing</h2>			
Day 56	How to prepare to bring your business online	How to establish your presence on social media	
Day 57	How to attract an audience on social media	Content creation ideas	
Day 58	How to build relationship on social media	How to optimize your efforts	
Day 59	Tips for increasing Facebook & Instagram organic reach		
Day 60	organic social media marketing strategy creation		
Day 61	How to prospect each platform based on niche		
Day 62	How to create business manager	Business settings & overview	
Day 63	How to add fb pages & ads manager on business manager		
Day 64	How to add people to business manager	How to create Ads manager	Bid Strategies and Budget Management
Day 65	fb and instagram ads strategy		
Day 66	types of campaigns	How to write a perfect primary text	
Day 67	How to create traffic campaign	How create a perfect audience suitable for business ✓ What are the placements in Facebook & Insta ads?	
Day 68	Creating a lead form for lead generation campaign		
Day 69	Custom audience & Lookalike audience		
Day 70	Remarketing	pixel setting	all page and specific page remarketing
Day 71	Ad Performance Monitoring and Optimization	ROAS - Setting ROAS Goals and Objectives	ROAS Reporting and Analysis

Google Analytics			
Day 72	Introduction to Google Analytics:	Setting Up a Google Analytics Account	
Day 73	Understanding Key Reports: Explore essential reports, such as Audience Overview, Acquisition Channels, and Behavior Flow.		
Day 74	Setting Up Goals	Event Tracking	
Day 75	Customizing Dashboards and Reports	Advanced Features: Introduce advanced features like segments, filters, and e-commerce tracking, and demonstrate how they can provide deeper insights.	
Day 76	Microsoft Clarity vs Google Analytics		
Day 77	Performance Marketing	Growth Marketing	

Coure Duration : 3-4 Months

The Day Wise Schedule Mentioned above may vary based on the the Speed of Batch and various other Factors

www.oneteamsolutions.in

Contact : +91 - 9946870803