



ISO : 9001-2015

# JP TECH Institute

*An institute for developing skills*

## DIGITAL MARKETING *Course*

### It Consists

- ✓ Digital Marketing
- ✓ SEO
- ✓ SEM

 **Learn More**



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More Info  
**[www.jptechn.com](http://www.jptechn.com)**

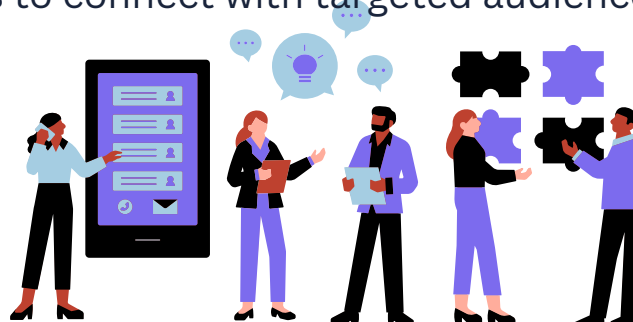




# WHY DIGITAL MARKETING?



Marketing has always revolved around engaging your audience at the right time and in the right place. As modern technologies evolve, small and medium-sized businesses are striving to keep pace, a trend that reflects the larger changes in society. To achieve this effectively, it's essential to leverage the best marketing resources and technologies available, with the internet being paramount. One of the key reasons digital marketing is overtaking traditional channels is that the internet allows businesses to connect with targeted audiences in real time.



# WE'RE SKILLED AT



01

## WordPress Website Development & tools

Creating a simple website for your business ensures a strong online presence, helping attract and engage potential customers effectively.

Webmaster Tools help monitor and optimize website performance. Key features include site verification, geo-targeting, search query analysis, external link reports, crawl stats, error tracking, and sitemap management. It also covers robots.txt, link removal, and HTML suggestions to improve search visibility.

## 02 Basic Digital Marketing

Digital marketing is a powerful strategy that helps businesses increase visibility, attract targeted traffic, and generate leads through various online channels. Unlike traditional marketing, it leverages the internet to engage visitors effectively, using methods like SEO, social media, and content marketing to drive growth. By enhancing user engagement and reaching the right audience, digital marketing ensures better conversions and business success.



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03

## Search Engine Optimization (SEO)

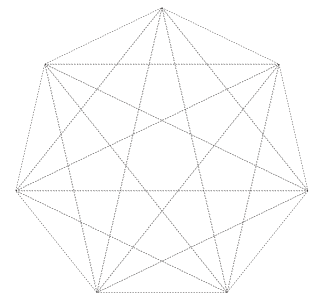


Staying ahead in the digital world requires a strong understanding of SEO updates and analysis. This course covers essential topics like Google Panda, Penguin, and Hummingbird algorithms, helping you adapt to search engine changes and avoid Google penalties. You'll learn to use advanced SEO tools for website analysis, optimize your site for better rankings, and track backlinks effectively. Additionally, you'll gain hands-on experience in competitor analysis and backlink building, ensuring your website stays ahead in the competitive market. Mastering these skills will open doors to exciting career opportunities in digital marketing.

04

## Social Media Optimization (SMO)

Social Media Optimization (SMO) enhances brand visibility and engagement across various platforms. It involves optimizing social media profiles, using hashtags, image optimization, and leveraging networks like Facebook, LinkedIn, YouTube, and Pinterest. By implementing SMO strategies, businesses can increase their reach, improve audience interaction, and drive more traffic to their websites. Effective SMO also helps in building a strong online presence and credibility, leading to better customer trust and brand loyalty.



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## 05 Social Media Marketing (SMM)



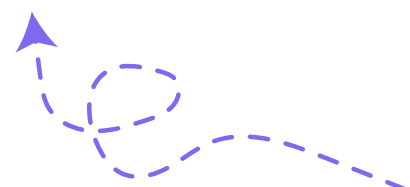
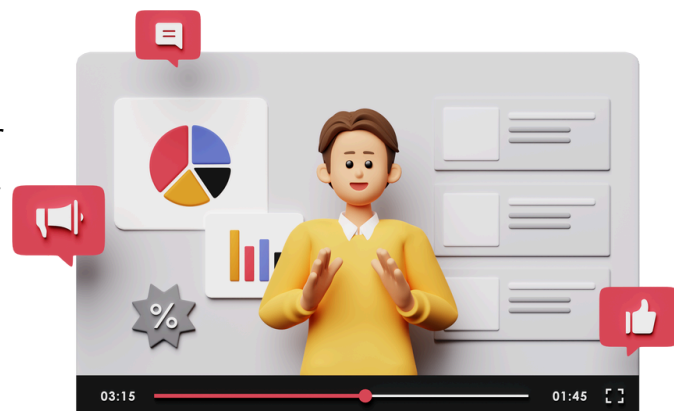
SMM takes it further by utilizing Facebook optimization, business page creation, fan engagement, analytics, and advertising strategies. It covers Twitter marketing, profile optimization, retweets, hashtags, and LinkedIn branding. Additionally, it explores Google Plus, marketing techniques, groups, and tools to maximize business growth through social media..



## 06 SEARCH ENGINE MARKETING (SEM)

Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an umbrella term for various kinds of paid advertising and paid marketing.

- Pay Per Click(PPC)
- Paid search ads
- Paid search advertising
- Cost Per Click(CPC)
- Cost Per Thousand Impressions(CPM)
- Google Ad words





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07

## Google Web Analytics

Google Web Analytics is a powerful tool for tracking and analyzing website performance. It covers getting started with Google Analytics, navigating its interface, and understanding real-time monitoring. It helps analyze audience insights, traffic sources, visitor behavior, and content performance. Additionally, it includes live data tracking, demographics, and acquisition reports to help businesses make data-driven decisions and improve their online strategies.

08

## ON & OFF Page optimization



Mastering SEO involves both On-Page and Off-Page Optimization techniques.

On-Page SEO focuses on

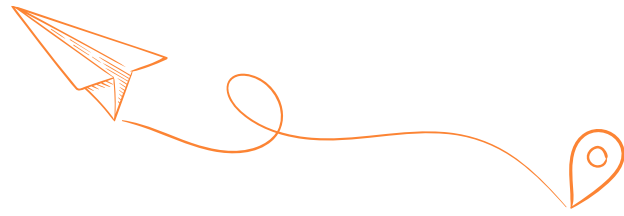
- domain and hosting selection
- metadata, URL structure
- internal linking
- redirections
- tag optimization
- image and landing page optimization
- XML sitemaps
- robots.txt to improve website performance.

Off-Page SEO builds authority through

- link Building
- directory and social bookmarking submissions
- article and video submissions
- blog commenting
- citations, and infographic submissions
- business listings



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**09**

## ANALYSIS AND KEYWORD RESEARCH

Analysis and Keyword Research play a crucial role in improving search engine rankings and targeting the right audience. It involves identifying the most effective keywords through detailed research and competitive analysis. Key aspects include:

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project

**10**

## LOCAL BUSINESS & GOOGLE MAPPING

Local Business & Google Mapping helps businesses improve their online presence and attract local customers. It involves setting up and optimizing business listings on search engines to enhance visibility. Key aspects include

- Creating Local Listing In Search Engine
- Search Engine Visibility Reports
- Verification Of Listing
- Google Places Setup (Including Images, Videos, Map Etc)
- Google Reviews

