



Digital Marketing Training Program



www.appskill.com.au
appskill@studyandwork.com.au

Melbourne Location: Elizabeth Street, Melbourne VIC 3000
Sydney Location: Quay Street, Sydney NSW 2000
T: 1300 79 80 69, 02 9264 2504

Digital Marketing Training Program

About the Program:

You will gain practical knowledge in digital marketing strategies, implementation tactics, tools and platforms. You will learn about SEO, SEM, SMO, SSM and web analytics.

About the Instructor:

Our instructors are industry practitioners not academics, who have the latest technical skills, several years of industry experience and are passionate about technology and training future talent.

Career Path:

- Digital Marketing Specialist

Skill Level:

Beginner to Intermediate

Program Duration:

Lecture: 30 hours, Assignment: 15 hours, Internship: 270 hours

Program Delivery:

2 weeks of classroom training followed by 12 weeks of in-company internship (optional)

Program Fee:

\$750 Online Training OR
\$1,500 Inclassroom

Internship Fee:

\$1,750

Timetable Option 1:

Monday to Friday, 10am to 1pm

Timetable Option 2:

Monday to Friday, 6pm to 9pm (Online only)

Internship Timetable:

Monday to Friday, 9am to 5pm (3 to 5 days))

Intake Dates:

Fortnightly

Melbourne Location:

Elizabeth Street, Melbourne VIC 3000

Sydney Location:

Quay Street, Sydney NSW 2000

Online:

ZOOM

COURSE SYLLABUS

Module 1: BASICS of DIGITAL MARKETING

- Introduction to Online Digital Marketing
- Importance of Digital Marketing
- How did Internet Marketing work?
- Traditional Vs. Digital Marketing
- Types of Digital Marketing
- Increasing Visibility
- Visitors' Engagement
- Bringing Targeted Traffic
- Lead Generation

Hands-on Lab

- **Analysis of Traditional Marketing**
- **How to Business Marketing via Traditional Marketing**

Module 2: ANALYSIS AND KEYWORD RESEARCH

- 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

Hands-on Lab

- Analysis Market Condition and Opportunities
- Keyword Analysis on Google Keyword Planner Tool
- Pick the Right Keyword for Project

MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to Search Engine Optimization
- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding the SERP
- Google Processing
- Indexing
- Crawling

Hands-on Lab

- Search Engine Results Page (SERP) Report Generation
- Google Crawling and Indexing Status Checking

MODULE 4: ON-PAGE OPTIMIZATION

Hands-on Lab

- Analysis of On-Page Site Matrix
- Create a Landing Page
- Implementation on Title Tag, Meta Description, Canonical Tag, Header Tag
- Optimization on Multi-Media file Optimization like Image, Videos, and Infographics
- Landing Page Performance Monitoring and Updating

MODULE 5: OFF-PAGE OPTIMIZATION

- Link Building Tips & Techniques
- Difference Between White Hat and Black Hat SEO
- Alexa Rank, Domain
- Link Acquisition Techniques
- Directory Submission
- Social Bookmarking Submission

- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Business Listing
- Blog Commenting
- Citations
- Profile link creations
- Infographics Submission

Hands-on Lab

- Search Engine Guidelines Based Backlink Creation on Landing Page
- The Increase of Link Juice Value
- Increase and Analysis Domain Authority & Page Authority Factor
- Learn 15 Golden Rules of Backlink Creation and Improve Quality
- How to Avoid Spam Backlink?

MODULE 6: SEO UPDATES AND ANALYSIS

- Google Panda,
- Penguin,
- Hummingbird Algorithm
- Google Penalties
- SEO Tools for Website Analysis and Optimization
- Competitor Website Analysis and Backlinks Building
- Backlinks Tracking, Monitoring, And Reporting

Hands-on Lab

- Learn Roles and Responsibilities of Algorithm
- Panda Algorithm
- Penguin Algorithm
- Pirate Algorithm
- Hummingbird Algorithm
- Pigeon Algorithm
- Mobile-Friendly Update Algorithm
- Rank Brain Algorithm
- Possum Algorithm
- Fred Algorithm
- How to Recover Algorithm Penalties
- Prevention of Algorithm Penalties to Website
- How to Identify Spam Backlinks and Rectification

MODULE 7: LOCAL BUSINESS & GOOGLE MAPPING

- Creating Local Listing in Search Engine
- Google Places Setup (Including Images, Videos, Map Etc)
- Search Engine Visibility Reports
- Verification of Listing
- Google Reviews
- Google My Business (GMB) How to Create
- How to Google My Business (GMB) Verify?
- Maintain Brand and Reputation on Google My Business (GMB) Listing
- Search Engine Visibility Reports Preparation and Analysis

MODULE 8: GOOGLE ADWORDS OR PAY PER CLICK MARKETING (SEM)

- Google AdWords
- Introduction to Online Advertising and AdWords
- AdWords Account and Campaign Basics
- AdWords Targeting and Placement
- AdWords Bidding and Budgeting

- AdWords Tools
- Opportunities
- Optimizing Performance
- Ads Type
- Bidding Strategies
- Search Network
- Display Network
- Shopping Ads
- Video Ads
- Universal App Ads
- Tracking Script
- Remarketing
- Performance Monitoring
- Reports

Hands-on Lab

- Google Ads Account Creation and Setup
- Right Keyword selection and Grouping on Google Keyword Planner Tool
- Campaign Setup, Performance monitoring, Analysis, and Implementation
- Set on Conversion Tag
- Set on Remarketing Tag
- Set on Goal and Monitoring
- Weekly and Monthly Report Generation

MODULE 9: SOCIAL MEDIA OPTIMIZATION (SMO)

- Social Media Optimization
- Introduction to Social Media Networks
- Types of Social Media Websites
- Social Media Optimization Concepts
- Facebook, Google+, LinkedIn,
- YouTube, Pinterest,
- Hashtags
- Image Optimization

Hands-on Lab

- How to Create Strong Profile Account on Social Media?
- Facebook
- Google+
- Twitter
- LinkedIn
- Instagram
- Pinterest

MODULE 10: SOCIAL MEDIA MARKETING (SMM)

- Facebook Optimization
- Fan Page Vs Profile Vs Group
- Creating Facebook Page for Business
- Increasing Fans and Doing Marketing
- Facebook Analytics
- Facebook Advertising and Its Types in Detail
- Creating Advertising Campaigns,
- Payment Modes
- Introduction to Twitter
- Creating Strong Profiles on Twitter
- Followers, Retweets, Clicks,
- Conversions, Hashtags
- LinkedIn Optimization
- What Is LinkedIn?
- Individual Profile Vs. Company Profile
- Branding on LinkedIn
- Marketing on LinkedIn Groups
- Google Plus
- Tools & Techniques

- Google + Groups
- Google Plus for Businesses

Hands-on Lab

- Social Media Brand Account Creation
- Google+
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Structure of Post
- Post Template Creation
- Content Creation on Social Media Post
- Right Hashtag for your Post
- Analysis of Likes, Share, Comment, Followers, and Retweet
- Increase Brand Awareness
- Identify Target Audience and Convert Goal
- Report Generation on Post Reach
- Facebook Ads
- Campaign Setup, Performance monitoring, Analysis, and Implementation
- Right Target Audience Selection
- Set on Facebook Pixel Tag
- Set on Remarketing Tag
- Weekly and Monthly Ads Report Generation

MODULE 11: GOOGLE WEB ANALYTICS

- Getting Started with Google Analytics
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Behaviour
- Content
- Visitors
- Live Data
- Demographics

Hands-on Lab

- Google Analytics Integrate on Website
- Analysis and Report preparation on weekly and Monthly
- Setup Goal and Monitoring

MODULE 12: WEBMASTER TOOLS

- Adding site and verification
- Setting Geo-target location
- Search queries analysis
- Filtering search queries
- External Links report
- Crawls stats and Errors
- Sitemaps
- Robots.txt and Links Removal
- HTML Suggestion

Hands-on Lab

- Search Console Integrate on Website
- Website Error Identification and Rectification via Search Console
- Website URL submit on Search console
- Find and Fix Crawl Error
- Remove Spam Backlink on via Search Console

MODULE 13: CREATING A NEW SIMPLE WEBSITE

- Creating A Simple Website for Your Business

Hands-on Lab

- Right Theme Selection and Optimization
- Landing Page Template Creation
- Content Template Creation
- Add Custom HTML and CSS Code
- Create sitemap.xml and robots.txt File Creation

MODULE 14: INTERVIEW PREPARATION

- Resume Preparation
- Interview Question Preparation

Hands-on Lab

- Mock Test Preparation and Confidence Improvement
- Digital Marketing Skills Improvement

Why learn from Appskill?

- Our training programs offer what no other university degree or education program can: real industry experience.
- You will attend live training in classroom or online via Zoom delivered by industry professionals, not academics.
- Our trainers bring in-depth experience from the field to the classroom each day, providing invaluable insights into succeeding on the job.
- We limit our class sizes at 10 students so you can ask all the questions you want.
- We organise internships in reputable host companies who are looking to hire staff so you get a chance to practice and improve your skills while getting assessed for employment.
- We try our best to convince host companies to make a job offer, thus most internships lead to employment.
- We provide Satisfaction Guarantee, which means if you are not completely satisfied with the quality of training delivered by our trainer or the work experience provided by host company, we will offer a replacement training program and internship at no extra cost.

What training programs are on offer?

- Amazon Web Services
- Microsoft Azure
- Agile Scrum Master
- Data Analytics with Python and Tableau
- Full Stack Web Development
- Android Application Development
- Salesforce Administration
- Digital Marketing

Why get trained now?

- Many organisations are migrating their IT infrastructure and databases into cloud.
- Many traditional shop-front businesses are going online for e-commerce.
- Most organisations are using data analysis and business intelligence to make impactful business decisions.
- Millions of IT jobs are available worldwide in spite of a global recession.
- Earn above \$100,000 pa after a few years of industry experience.

Join a Free Demo Lesson for an hour

Join a free demo lesson to assess the quality of our training programs and trainers.

Register now by sending your resume to: appskill@studyandwork.com.au.

Call us on 1300 79 80 69 to speak to a Course Advisor.