

Introduction To Online Digital marketing & Web World.

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Branding & User Experience

Digital Marketing Terminology

PPC

CPC

CPM

CTR

SERPs

Abandonment Rate

Conversion Rate

SEO

B2B

B2C

FMCG

Digital Marketing Planning

Choose A Business

Situational Analysis

Identify Clearly Defined Business Objectives

Map Business Objectives To Digital Goals And Targets

Select Appropriate Digital & Social Channels, SEO, PPC, Display, Social Networks, Affiliate, Email & Mobile Etc.

Develop A Measurement Framework, Clear KPIs, Actuals V/S Projections, Mapping Outcomes To Scorecard

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Role Of Minify CSS In Digital Marketing

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Role Of Minify HTML In Digital Marketing

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Role Of Minify JS In Digital Marketing

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Ordering Of CSS & JS Inside Head Tag

Ordering Of JS Inside Head Tag

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Ordering Of JS Files Inside Body Tag

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Lead-Generation For Business.

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Making Money Via Bloggings. Earn Money As A-Freelancer.

How To Build Best Portfolio
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Online Reputation Managements.

ORM Fundamentals
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Digital Strategy & Planning Fundamentals.

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Zoomla Web SEO

Zencart Web SEO

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Magento Web SEO

Wordpress Web SEO

How To Use Freelance Website To Pick The Projects

How To Use Elance Website To Pick The Projects

How To Use Odesk Website To Pick The Projects

Digital Marketing Project Reporting

Digital Marketing Case Studies

Digital Marketing Activities List.

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