



Dehradun School of Online Marketing

First LEARN And Then Remove "L"



1. Highly Rated on GOOGLE
2. 1st Rank on Google
3. Highly Recommend Institute in Dehradun
4. Dehradun 1st Institute **only for Digital Marketing**
5. 100% Placement Assistance
6. 100% practical Training
7. Real Live Projects Not dummy projects
8. Learn how to Interact to clients
9. Paid online Tool Training Like (Ahref, Semrush, Hootsuit, seo tools.)

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Courses Overview. 90 Days (180 Hour Program)

- Digital Marketing Training
- SEO Training (White Hat, Gary Hat, Black Hat)
- SMO Training all Social Media (Facebook, Instagram, Twitter, LinkedIn)
- PPC Training
- Google Adwords
- Lead generation
- Affiliate Marketing
- How to Make Money Online
- Blogging and how to make Money Through Blog
- Video Promotions (Youtube, Facebook videoPromotions)
- How To Grab Freelancing Projects?
- Google Certifications

Details information

1. What is Digital Marketing.
2. What is SERP.
3. What is Rich Snippet.
4. Google Structure.
5. What is SEO.
6. SEO technique
 - a. White Hat
 - b. Gray Hat
 - c. Black Hat
7. What are the SEO Type
 - a. On-Page Overview
 - b. Off-Page Overview

ON PAGE SEO

1. On-page overview
2. Title Tag
3. Meta tags
4. Meta Keywords.
5. Alt Tag
6. Site Navigation & Breadcrumb
7. Sitemap
8. Robots.txt
9. Inbound Links
10. Outbound | Links
11. Dofollow Links
12. Nofollow Links
13. Canonical Tag
14. Broken Links.
15. LSI
16. Tel tag
17. Email mailto tag
18. Schema Tags
19. Rich snippet
20. Open graph.

OFF PAGE SEO

1. Off-page Overview.
2. Blog posting.
3. Blog commenting
4. Directory submission
5. Social book marking
6. Classified Submission
7. Profile Back links.
8. Guest posting.
9. Q&A Sites.
10. Submit Testimonials.
11. Local Business Listing
12. Natural Backlinks
13. Newsletter subscriptions
14. Forum Posting
15. Document Sharing
 - a. Photo/image Sharing.
 - b. InfoGraphics
 - c. PDF/DOC/PPT.
16. Press Release.
17. Article submission

Account Setup For SEO Optimization and Analysis. Marketing

1. Overview
2. Google Analytics
3. Google webmasters
4. Bing Webmasters
5. Yandex Webmasters

Content Creation.

1. How to Make Content
2. Types of Content
3. SEO Friendly Content Creation Overview
4. Video Content Making.
5. Photoshop.
6. Use of Viral hack.
7. PPT Making.

Social Media Optimization

1. SMO Overview
2. Facebook
 - a. How to create Business Page
 - b. How to Create Groups.
 - c. How to create Events.
 - d. How to Post Jobs.
3. Instagram
 - a. How create Business account
 - b. How to promote
4. Twitter
5. LinkedIn
6. pinterest

Website Analysis

1. Website auditing
2. Competitor Analysis
3. Backlink Analysis
4. Track Foot Print of Competitor website

Domain and Web Hosting

1. What is domain
2. What is Web Hosting
3. Server error and redirection(404, 500, 501, 301 etc)
4. How to use Cpanel
5. How to Purchase hosting and domain

WordPress Installation and Customization

1. What is Wordpress
2. How to install wordpress
3. Plug-in installation
4. Header footer customization
5. Ad Placement

How to Make Money Online

1. Blog through Earning
2. Google AdSense
3. Affiliate Marketing
4. Vlog (Video Promotion)
5. Graphics design (Photoshop)
6. Ecommerce Marketing
7. Email Marketing.
8. Lead Marketing.
9. WhatsApp Marketing
10. BulkSMS Marketing

Pay Per Click

Paid Advertisement

1. Google Ads
 - a. Search ads
 - b. Display Ads
 - c. Video ads (YouTube Ads)
 - d. Ecommerce Ads
 - e. App install Ads
 - f. Leads Ads
2. Facebook Ads
 - a. Page Reach ads
 - b. Website visit Ads
 - c. Video Promotions Ads
 - d. Post Reach Ads
 - e. Leads Ads

Certification

DSOM

Google Analytics Certification

Google Ads Certification

