



## Courses:

- Digital Marketing Training
- SEO Training
- SMO Training
- PPC Training
- Google Certifications

Dehradun School of Online Marketing

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# DSOM Course Structure: Digital Marketing Overview

## On Page SEO

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

## Content Making.

23. How to Make Content
24. Google keyword planner.
25. How to search on Google
26. Photoshop
27. PPT
28. Videos Making

## Social Media Optimization

29. SMO Overview
30. Facebook
31. Google +
32. Twitter
33. LinkedIn
34. Pinterest

## Off- Page Optimization

35. Off-page Overview.
36. Blog posting.
37. Blog commenting
38. Directory submission
39. Social book marking
40. Classified Submission
41. Profile Back links.
42. Guest posting.
43. Q&A Sites.
44. Submit Testimonials.
45. HARO- Help a Reporter Out
46. Local Business Listing
47. Document Sharing Websites
48. Natural Backlinks
49. Newsletter subscriptions
50. Forum Posting
51. Photo Sharing.
52. InfoGraphics.
53. Press Release.
54. Article submission
55. Viral hack.
56. Domain management.
57. Website analysis
58. Website Competitor Analysis
59. Web hosting
60. Web 2.0 PBN personal Branding Network
61. Word Press customization

62. PPC (Pay Per Click)

## **Domain and Web Hosting**

- 63. What is domain
- 64. Server error and redirection(404, 500, 501, 301 etc)
- 65. What is Hosting
- 66. Cpanel
- 67. How to Purchase hosting and domain

## **WordPress Installation and Customization**

- 68. What is Wordpress
- 69. How to install wordpress
- 70. Plug-in installation
- 71. Header footer customization
- 72. Ad Placement

## **Account Setup For SEO Optimization and Observations**

- 73. overview
- 74. Google Analytics
- 75. Google webmasters
- 76. Bing Webmasters
- 77. Yendex Webmasters

## **How to Make Money Online**

- 78. Blog through Earning
- 79. Google AdSense
- 80. Affiliate Marketing
- 81. Vlog (Video Promotion)
- 82. Graphics design (Photoshop)
- 83. Ecommerce Marketing
- 84. Email Marketing.
- 85. Lead Marketing.
- 86. Whatsapp

87. Facebook

## **Certification**

DSOM Certificate

Google Certification

