

**TESBO COURSE**

VERSION

25

**SR. CODE**

EAPL/TESBO/TSTC10

**COURSE CODE**

EATDM

**SUB CATEGORY**

DIGITAL MARKETING

  
TOTAL DURATION  
**180**  
HOURS

  
THEORY TAKEN  
**45**  
HOURS

  
PRACTICAL TAKEN  
**135**  
HOURS

ACADEMY  
ELYSIUM  
CERTIFIED  
DIGITAL  
MARKETING  
**ELYSIUM  
ACADEMY  
ELYSIUM  
CERTIFIED  
DIGITAL  
MARKETING**

ELYSIUM  
ACADEMY  
ELYSIUM  
CERTIFIED

## COURSE DESCRIPTION



The Elysium Certified Digital Marketing Training Course offers a comprehensive curriculum covering key aspects of digital marketing. From Digital Marketing Fundamentals to specialized courses like Local and Global SEO, Market Performance Analysis, Social Media Optimization, and Pay Per Click expertise, participants gain practical skills.

## COURSE GOALS



You will master various digital marketing strategies, tools, and techniques. They will learn to optimize websites for search engines, analyze market performance metrics, leverage social media platforms effectively, and execute successful pay-per-click advertising campaigns.

## FUTURE SCOPE



Graduates will be prepared for roles as digital marketing specialists, SEO analysts, social media managers, PPC experts, or marketing consultants. With the increasing demand for digital marketing expertise in today's digital-first world, opportunities abound in marketing agencies, e-commerce companies, startups, and established corporations, ensuring a promising career trajectory in the dynamic field of digital marketing.

# 01 CHAPTER

## **BASICS DIGITAL MARKETING**

- a. Introduction To Digital Marketing
- b. Importance Of Digital Marketing
- c. How did Internet Marketing work?
- d. Traditional Vs. Digital Marketing
- e. Overview of various Digital Marketing channels

  
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**02**  
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# 02 CHAPTER

## **ANALYSIS & KEYWORD RESEARCH**

- a. Market Research
- b. Keyword Research And Analysis
- c. Types Of Keywords
- d. Tools Used For Keyword Research
- e. Localized Keyword Research
- f. Choosing Right Keywords To The Project

  
**3.5**  
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# 03 CHAPTER

## **DIGITAL MARKETING CHANNELS**

### **01. Search Engine Optimization (SEO)**

- a. Introduction To Search Engine Optimization
- b. How Did Search Engine work?
- c. SEO Fundamentals & Concepts

  
**5.5**  
HRS

  
**27**  
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## **O2. Pay-Per-Click Advertising (PPC)**

- a. Introduction to Pay-Per-Click Advertising
- b. Google Ads and Bing Ads
- c. Keyword research and selection
- d. Ad creation and optimization
- e. Campaign management and optimization

## **O3. Social Media Optimization (SMO)**

- a. Social Media Optimization
- b. Introduction To Social Media Networks
- c. Types Of Social Media Websites
- d. Social Media Optimization Concepts
- e. Facebook
- f. Instagram
- g. Twitter
- h. LinkedIn
- i. YouTube
- j. Hashtags

## **O4. Social Media Marketing(SMM)**

- a. Learning about Social Media Platforms
- b. Understanding Facebook & Instagram Advertising
- c. Instagram PPC and CPM Advertising
- d. Planning Ad Budgets
- e. Identifying Target Audiences
- f. Marketing tactics for Social Media
- g. Generating Campaigns
- h. Case Studies

## **O5. Email Marketing**

- a. Introduction to Email Marketing
- b. Building an email list
- c. Creating effective email campaigns
- d. Email automation and segmentation
- e. Email marketing metrics and analysis

## **O6. Content Marketing**

- a. Introduction to Content Marketing
- b. Understanding different types of content
- c. Developing a content marketing strategy
- d. Creating and publishing high-quality content
- e. Content distribution and promotion

## **O7. Online Reputation Management**

- a. Understanding Online Reputation Management
- b. Needs for Online Reputation Management
- c. Impact of negative conversations brand
- d. Steps for effective ORM
- e. Tools for Online Reputation Management
- f. Understanding objectives of a brand
- g. Crisis management
- h. Case Studies

## **O8. Affiliate Marketing**

- a. What is Affiliate Marketing?
- b. Types of Affiliate Marketing Strategies
- c. How to Approach Affiliate Marketing?
- d. Benefits of Affiliate Marketing

## **O9. Google AdSense & Affiliate Marketing**

- a. Online money earning strategies
- b. Success stories of online entrepreneurs
- c. Planning a website for AdSense
- d. What is AdSense?
- e. Types of Bidding
- f. Implementing Ads in a Website
- g. What is Affiliate Marketing
- h. Types of Affiliate Marketing
- i. Making Money using Affiliate Marketing
- j. Popular Affiliate Networks

# 04

## CHAPTER

## SEO – A BEGINNER'S GUIDE

### Why Is It Important To Learn SEO

- a. What is search engines
- b. Difference between portal and search engines
- c. How search engines work
- d. What is SEO
- e. SEO techniques (On page and Off page)
- f. Difference between White hat, Black hat, and Grey hat SEO
- g. What is the need for SEO
- h. Things to consider before starting SEO of any website
- i. What is Ranking
- j. How Google ranks a website
- k. Get familiar with the basic terms like crawlers, robots, and spiders
- l. How to choose the best search engine
- m. Types of lists



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# 05

## CHAPTER

### WHY GOOGLE

#### Evolution of Google

- a. History of Google
- b. How Google Works
- c. What is SERP
- d. Paid Vs Organic Result
- e. How Google is Smart
- f. Understanding Google Updates/ Penalties



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# 06

## CHAPTER

### SEO BASIC & BACKGROUND

#### SEO For Content Management System

- a. Website Planning and Creation
- b. Domain Name Registration
- c. Domain Selection
- d. Hosting and its types
- e. Basic knowledge of World Wide Web
- f. Website wireframe and architecture
- g. Basics of developing and designing a website
- h. Usability & user experience of a website
- i. Why say yes to a responsive website
- j. Website competitor analysis
- k. Website navigation and optimizing according to user-friendly interface



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# 07

## CHAPTER

### **KEYWORD RESEARCH**

#### Keyword Research, Analysis & Clustering

- a. Introduction to Keyword research
- b. How and why to choose the right keywords
- c. Different types of keywords
- d. How to do Keyword analysis
- e. Keywords density analysis
- f. Tools for keyword research
- g. Competition analysis
- h. Localized keywords research



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# 08

## CHAPTER

### **TIPS - CONTENT WRITING**

#### How to Create Best Content

- a. Content Writing Concepts
- b. Tips for Content Article
- c. Make Content Pattern
- d. How to Make Title and Subtitles
- e. How to Write Unique & Informative SEO-Friendly Articles



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# 09

## CHAPTER

### **ON PAGE OPTIMIZATION STEPS**

#### On-Page Factors

- a. Introduction to On-page optimization
- b. What is Title, Description, and Keywords tags
- c. Difference between primary, secondary, and tertiary tiles
- d. Length of titles, meta description, and Snippets
- e. H1 to H6 Tags and their importance
- f. Important keywords in title, meta descriptions, and content
- g. When and where keywords can be placed
- h. Difference between Internal links and External links
- i. Anchor Text
- j. Headers optimization
- k. Importance of Alt tags and Image tag
- l. Image tag optimization
- m. Content Optimization
- n. SEO friendly content
- o. Optimizing SEO content
- p. Google SEO guidelines
- q. Google Analytics and Webmaster integration
- r. Google sandbox effect



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- s. Keyword Proximity, Authority, Prominence, and density
- t. Iframes/ Frames effect on SEO
- u. URL renaming/ rewriting
- v. Duplicate Content / URLs
- w. HTML Validations using W3c
- x. Broken link analysis
- y. Website architecture
- z. Bread Crumb
- aa. Google webmaster tool
- ab. Creating effective landing pages
- ac. On page Audit
- ad. Yahoo Feed Submission

# 10

## CHAPTER

### **OFF-PAGE OPTIMIZATION**

#### How & Why factors to Listing

- a. Introduction to Off-page optimization
- b. Local marketing of websites on the basis of locations
- c. Social Media optimization techniques
- d. Introduction of link building and its types
- e. Directory submission
- f. Blog and article submission
- g. Forum posting
- h. Forum signatures and commenting



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- i. Free classifieds
- j. Classifieds posting
- k. Press release submission
- l. Video submission
- m. Business listing submission
- n. Guest blog
- o. Local SEO (Local business listing)
- p. Detail knowledge of Link building and backlinks
- q. Social bookmarking
- r. Photo & Video Sharing
- s. Infographics sharing
- t. Document Sharing
- u. Content Marketing and its importance
- v. Question and answers
- w. Web 2.0 submission
- x. Importance of backlinks / Link building
- y. A home page promoting tips and techniques
- z. Strategies to build qualitative and relevant backlinks
- aa. Competitors backlink research and submission
- ab. Tracking the links and PageRank
- ac. Submission to do follow websites
- ad. RSS Feed submissions

# 11

## CHAPTER

### **WEBMASTER / SEARCH CONSOLE**

#### How to Track your Website

- a. Sign up for a webmaster account
- b. Verifying website under Google Search Console
- c. Introduction on webmaster
- d. Effect on inner page ranking through inner linking
- e. Understanding queries and Average keyword position
- f. Search Appearance
- g. How to improve website quality and performance by using the information in the search console
- h. Google Index
- i. Search Traffic
- j. Google My Business
- k. Google Crawling



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# 12

## CHAPTER

### **GOOGLE ALGORITHMS AND UPDATES**

#### O1. Essential SEO Algorithm & Updates by Google

- a. ·Introductions on Search Engine Algorithms?



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- b. How Algorithms Works?
- c. Algorithm & Google Panda
- d. Detail information on Search Engine Penalties
- e. Procedures for recovering from Search Engine Penalties
- f. What is Google Panda Algorithm?
- g. How Google Panda Algorithm affect millions of websites?
- h. Things to know about Google Penguin
- i. A brief introduction on Google EMD Update
- j. How to save websites from Google Panda, Penguin, and EMD
- k. Recover your site from Panda, EMD, and +Penguin

# 13

## CHAPTER

### **ADVANCED SEO SESSIONS**

O1. Scheme Mark up

O2. Rich Snippets

O3. AMP (Accelerated Mobile Pages)

O4. Technical SEO

- a. Anchor links optimization
- b. Page naming / URL Structure / Permalink
- c. Website structure & navigation menu optimization



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- a. Filename optimization
- b. Page speed optimization tool
- c. Robots.txt
- d. URL Canonicalization/ 404 Implementation/ Redirection error
- e. Difference between HTTP / HTTPS
- f. Different types of Sitemaps and their importance

# 14

## CHAPTER

### **SEO – BREAK OFF**

#### Things You Shouldn't Be Doing in SEO

- a. Black Hat SEO
- b. Try to avoid Grey Hat SEO
- c. Exact-match Anchor text
- d. Keyword Stuffing
- e. Spam comments
- f. Duplicate content and cloaking
- g. Unnatural links
- h. Domain and Keyword Cloaking
- i. Intrusive Interstitial Ads
- j. 3rd party "Paid" links
- k. Article spinners
- l. Automated link building
- m. Doorway Page, bots, spam, Link Baiting
- n. Link and article directories
- o. Duplicate Content and Cloaking
- p. Paid / spam blogging



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# 15

## CHAPTER

### Introduction to SMO

1. Introduction to Online Marketing
2. Types of Online Marketing
3. Introduction to Social Media Types of social media
4. Advantages of social media optimization
5. Social media optimization processes and techniques



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# 16

## CHAPTER

### Facebook Marketing

1. Facebook marketing introduction
2. Advantages of Facebook Marketing
3. What is Open Graph
4. Local business page creation
5. Fans page creation
6. Brand page creation
7. Organization page creation
8. Adding own logos and banners in Facebook
9. How to promote your Facebook page
10. Facebook optimization techniques
11. Creating Facebook Application
12. Linking with YouTube
13. Creating Events in Facebook
14. Dos & Don'ts on Facebook



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# 17 CHAPTER

## Twitter Marketing

1. What is Twitter Why we use Twitter
2. Twitter Demographics
3. How to Setup a Twitter account
4. What is Twitter Lingo
5. What is Tweet for pay
6. Twitter Account Promotion Tweeting (Responding to others, RT, HashTags, Direct Messages)
7. Why use short url in Twitter



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# 18 CHAPTER

## LinkedIn Marketing

1. What is LinkedIn
2. LinkedIn advantages
3. LinkedIn Groups
4. LinkedIn events, messaging
5. Creating the right profile & settings
6. How to do link building in LinkedIn
7. LinkedIn Company Pages



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# 19 CHAPTER

## Video Marketing SMO

1. Youtube Video Optimization
2. Increase youtube views, Subscribers
3. Youtube AdSense Ads
4. Youtube Adwords
5. Dailymotion
6. Vimeo Videos
7. Metacafe



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8. Google Videos
9. Youtube Channel Creation
10. Upload Videos with Keywords & Content
11. Promote Videos and Increase Viewers?
12. YouTube Channel Creation
13. YouTube Channel Custom Background
14. YouTube Channel Profile Content Writing
15. Submission of Client Provided Videos

# 20

## CHAPTER

### Instagram

1. What is instagram ?
2. Why use instagram in business marketing
3. Hash tags
4. Importance of instagram stories
5. How to create shopping ads in Instagram
6. Instagram updates



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## CHAPTER

### Pinterest

1. Pinterest Account Creation
2. Create Board
3. Uploading Pins on Boards
4. Pinterest Followers
5. Following Relevant Pinners
6. Re-pinning of Relevant Content
7. Sourcing of Pin Board Content
8. Pinterest Profile Content Writing
9. Pinboard Creation



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# 22

## CHAPTER

### Content Strategy for Social Media

1. Developing a content strategy aligned with business goals
2. Understanding content types (text, images, videos, infographics, etc.) and their suitability for different platforms
3. Crafting engaging and shareable content
4. Content calendar planning and scheduling tools
5. Case studies on successful social media content campaigns



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# 23

## CHAPTER

### Community Building & Engagement

1. Building and nurturing online communities
2. Strategies for increasing followers, likes, shares, and comments
3. Monitoring and responding to audience feedback
4. Leveraging user-generated content (UGC)
5. Implementing influencer marketing campaigns



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# 24

## CHAPTER

### Analytics and Performance Tracking

1. Introduction to social media analytics tools (e.g., Facebook Insights, Twitter Analytics, Instagram Insights, Google Analytics)
2. Setting up tracking parameters and goals
3. Analyzing key performance metrics (reach, engagement, conversion, etc.)
4. Iterative optimization based on analytics insights
5. Creating and presenting performance reports



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# 25

## CHAPTER

### Social Media Advertising

1. Introduction to paid advertising on social media platforms
2. Creating and optimizing ad campaigns (targeting, budgeting, bidding, etc.)
3. Different ad formats (text ads, image ads, video ads, carousel ads, etc.)
4. A/B testing and optimization strategies
5. Advanced targeting options and retargeting techniques



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# 26

## CHAPTER

### Social Media Crisis Management

1. Understanding potential crises on social media
2. Developing crisis response plans and protocols
3. Case studies on successful crisis management strategies
4. Role-playing exercises for handling simulated crises
5. Proactive reputation management techniques



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# 27

## CHAPTER

### **INTRODUCTION TO PAY PER CLICK**

- a·PPC for Various Business Types
- b·Defining the Channels for PPC
- c·Define CPM CPC and CPA
- d·Defining Paid Search Advertising
- e·Search Volume
- f· PPC Extends Beyond Search Engines
- g·Reach of PPC
- h·Auction-based System
- i· Targeting Capabilities
- j· How PPC works For Various Business Types
- k·PPC For E-Commerce
- l· PPC For Lead Generation
- m· PPC For Local Companies
- n·PPC Ads For B2B
- o·PPC Ads for Informational Queries
- p·PPC Ads for Branding
- q·PPC Goals
- r· PPC Cycle



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## CHAPTER

### **PSYCHOLOGY OF SEARCH**

- a·The Search Process
- b·The Landing Page
- c·Search Marketing is Not Interruptive
- d·Refine Your Audience



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- e· Write Ads Relevant to the Searcher
- f· Choose the Correct Landing Page
- g· Track Conversion
- h· Aligning Goals for Successful Search Engine Marketing
- i· Useful Information is Not Advertising

# 29

## CHAPTER

### **SEARCH ADS AND KEYWORD TARGETING**

- a· Hierarchy of a PPC account
- b· Structuring of Ad Groups
- c· Ad Fundamentals: Purpose of an Ad
- d· Ad Group
- e· Creating Compelling Ads: Features vs. Benefits
- f· Creating Compelling Ads: Call-to-Action
- g· Unique Selling Proposition
- h· Ad Components
- i· Ad Components
- j· Ad Testing
- k· Ad Extensions
- l· Ad Extensions
- m· How Keywords and Search Queries Work Together
- n· Search Intent
- o· User Intent Classification
- p· Types of Keywords
- q· Think About the Searcher
- r· B2B vs B2C Keywords
- s· Ad Group Organization



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# 30

## CHAPTER

### **INCREASING REACH WITH DISPLAY NETWORK**

- a·Display Network and its Reach
- b·Targeting Options
- c·Display Network Follows Campaign Settings
- d·Contextual Targeting
- e·Placement Targeting
- f· Audience Targeting
- g·Layer Targeting
- h·Ad Formats
- i· Ad Creation



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# 31

## CHAPTER

### **REACHING TARGET AUDIENCES**

- a·Who Is the Audience
- b·Remarketing: Conversion Rate Analysis
- c·Customer Touch Points
- d·User Behavior Studies
- e·Remarketing for Display Ads
- f· Remarketing Lists for Search Ads
- g·Customer Match
- h·Reaching New Audience
- i· Segmenting Audience
- j· Email Segmentation
- k·How PPC Affects GDPR
- l· Data Segmentation



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# 32

## CHAPTER

### **THE BUYING FUNNEL**

- a·Stages of the Buying Funnel
- b·Advantages of Using the Buying Funnel
- c·Buying Funnel for Inexpensive Products
- d·B2B Buying Funnel
- e·Targeting Users
- f· Search Keywords Throughout the Buying Funnel
- g·Importance of Information in the Purchase Journey
- h·Ads Throughout the Buying Funnel
- i· Landing Pages Throughout the Buying Funnel
- j· Channels to Leverage Throughout the Buying Funnel



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## CHAPTER

### **SETTING AND MEASURING MARKETING GOALS**

- a·Setting and Measuring Marketing Goals
- b·Third-Party Tools
- c·Numbers to Obsess Over
- d·Making Data-Driven Decision
- e·Bid Methods
- f· Bid Options
- g·The PPC Auction
- h·Types of Auctions
- i· Automated Bidding



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- j· Manual Bidding
- k· Bid Modifiers
- l· Bidding to Goals
- m· Customer Journey and Attribution Management
- n· Attribution Models

# 34

## CHAPTER

### HOW PPC FITS INTO THE DIGITAL STRATEGY

- a· PPC and Other Marketing Channels: Customer Acquisition
- b· PPC and Email
- c· PPC and SEO
- d· PPC and Social Marketing
- e· PPC and Conversion Optimization
- f· PPC and Analytics
- g· PPC and Branding
- h· PPC Management in Various Business Types
- i· Account Audits
- j· Increasing Visibility
- k· The Quick Organization Audit
- l· Digging for Outliers
- m· Future of PPC with Big Data and Machine Learning
- n· Future of PPC

  
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## CHAPTER

### **REPORTING AND TRACKING**

- a·Reporting and Tracking
- b·Conversion Tracking Mechanisms
- c·UTM Parameters
- d·UTM Parameters
- e·Different Types of Reports

  
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Placement Assistance

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**90%**

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