



WEBSITE PLANNING &
CREATION



SEARCH ENGINE
OPTIMIZATION



SEARCH ENGINE MARKETING



SOCIAL MEDIA MARKETING



GOOGLE ANALYTICS



ONLINE EARNINGS VIA
BLOGGING & ADSENSE



EMAIL MARKETING



MOBILE MARKETING



ECOMMERCE MARKETING



AFFILIATE MARKETING



FREELANCING PROJECTS



HOSTING & CONTROL PANEL



GOOGLE & FACEBOOK
CERTIFICATIONS



HOW TO BECOME YOUTUBE
PARTNER

Website Planning and Creation

- **Internet Understanding**
- **Website Understanding**
- **Different Types of Websites**
- **Planning and conceptualizing**
- **Building a website using WORDPRESS**
- **Building a website using Blogger**

Search Engine Optimization(SEO)

- **What is SEO**
- **Understanding Search Engine and it's work**
- **SERP**
- **Traffic**
- **Keywords**
 - >**Keyword Planner Tool and alternatives**
 - >**Keyword Research**
- **On Page Optimization >Content Creation**
 - >**Keywords Optimization**
 - >**Internal Linking**
 - >**Meta Tags**
 - >**Webmaster Tools**
- **Off Page Optimization**
 - >**Domain Authority**
 - >**Page Rank**
 - >**BackLinks**
 - >**Link Building**
- **Local SEO**
 - >**Google Places**
 - >**Classified Submission**
- **Google Algorithms**
 - >**Panda Algorithm**
 - >**Penguin Algorithm**
 - >**Humming Bird Algorithm**
 - >**Rank Brain**
- **Tools for SEO**
 - >**Plugins**

- >Applications
- >Link Builders

Search Engine Marketing(SEM)

- **Google Adwords Overview**
- **Understanding Adwords Algorithm**
- **Types of Campaigns**
- **Creating Search Campaign**
 - >Types
 - >Location
 - >Bidding CPC
 - >Budget
 - AdGroups
 - Keywords
 - Ad Creation
- **Creating Display Campaign**
 - >Types
 - >Difference between search and display
 - >Create Ad
 - >Ad Schedule, Ad delivery
 - Adgroups
 - Display Planner Tool
 - Creating ad(Text, Image)
- **Creating Shopping Ads**
- **Creating Video Ads**
- **App Campaign**
- **My Client Center (MCC)**

Social Media Marketing(SMM)

- **Social Media Overview**
- **Page/ Profile Creation**
- **Existing Social Medias**
- **Viral Marketing**
- **Present Social Media Websites for Marketing**
- **Facebook Marketing**
 - >Advert Account

>Ads Making

>Business Manager Account

- **Twitter Marketing**
- **LinkedIn Marketing**

Google Analytics

- **Google Analytics Overview**
- **Cookie Tracking**
- **Analytics Account Setup**
- **Goals**
- **Bounce Rate**
- **Funnels**
- **Adwords and Analytics Integration**
- **Conversion Tracking**
- **Adsense and Analytics Integration**

Online Earnings Via Blogging and Adsense

- **What is Blogging**
- **Bloggng Tips**
- **What is Adsense**
- **How To Get Adsense Account**
- **Secret Methods for Adsense**
- **Earnings Through Blogging**

Email Marketing

- **Email marketing Overview**
- **Bulk emails process**
 - >Challenges**
 - >Overcome process**
- **Setup lists**
- **Lead Generation Process**
- **Auto Responders**
- **Practices for Bulk emails**
- **spam folder tricks**
- **Email Subscribers**

Mobile Marketing

- **Mobile Devices**
- **Mobile Analytics**
- **Mobile responsive websites**
- **Creating Ads on Mobile**
 - >**App and Web**
 - >**Targeting ads**
- **SMS Marketing**

- **Mobile App Optimization**
- **AdSense for Mobile App**
- **Webmaster Tools for Mobile App**

e-Commerce Marketing

- **What is e-commerce?**
- **e-commerce market analysis**
- **SEO for ecommerce websites**
- **Promotion of e-commerce by Affiliates**
- **Vendor Marketing Techniques**

Affiliate Marketing

- **Affiliate Marketing Overview**
- **Make Money from Affiliate Marketing**
- **India's best Affiliate Networks**
- **World's best Affiliate Networks**
- **ClickBank and CJ affiliate**
- **Live example of Affiliates who make tons of money**
- **Affiliate Marketing Strategy Building**
- **Tips and Tricks for Affiliate Marketing**

Freelancing Projects

- **What is freelancing**
- **World's best freelancing sites**
- **Project dealing**
- **Strategy for Projects**

- **Tricks for projects grabbing**

Hosting and Control Panel

- **What is Domain**
- **What is Hosting**
- **How to do Hosting Step by Step**
- **Control Panel**
- **Script installation**
- **Virus detections**
- **Database Management**
- **Corporate emails creation like contact@dmih.in**
- **subdomain process**
- **PBN Hosting Techniques**
- **Free Blogger Hosting**

Google and Facebook Certifications

- **Google Certification Overview**
- **Adwords Certification**
- **Analytics Certification**
- **How to be a Google Partner**
- **How to be a Premier Google Partner**
- **Facebook Certification Overview**
- **Advert certification**

YouTube Partner Program and Certification

- **YouTube Overview**
- **YouTube Partner Program**
- **YouTube Content Creation**
- **YouTube Channel Creation**
- **Custom URL creation**
- **YouTube Video SEO**
- **Meta Tags creation**
- **How to Rank Video**
- **Monetization Tricks**
- **Adsense Integration**
- **Ad Breaks**

- **End screens & Cards for SEO**
- **Embedding YouTube Video in sites**
- **YouTube Analytics**
- **Subscribers Increasing**
- **YouTube Creator Academy**
- **YouTube Creator Certification**
- **What is MCN**
- **What is Content ID**
- **What is CMS**
- **YouTube Channels Manager**