

Certification Examination Regulations and Course Description

This Certification Examination Regulations of the Steinbeis+Academy applies to the following course on the basis of the valid Framework for the Implementation of Certificate Courses (RZLG) in the current version.

Course title	Digital Marketing				
Fields of competences	Management	Personality Development	Education Management	Healthcare	Technology
	X				X
Place(s) of implementation	Bengaluru (India)				
Graduation	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)	
				X	
Qualification aim	Graduation from any stream, working professional in Sales/Marketing/branding, Entry Level: Digital marketing executive				
RZLG-Supplementary admission requirement	Aspirants with minimum communication skill, creative and entrepreneurs, startup, housewives				
Teaching method	Classroom	Classroom/ Online	Online		
		X			
Language	English				
Workload in hours	Total	Seminar time	Self-study time	Transfer time	
	30	15	10	5	

Type of performance records (LNW)	Examination (K)	Presentation/ oral examination (P)	Case (C)	Transfer papaer (TA)	Project study paper (PSA)
	X				

Contents

Modules	Key topics	Seminar time/h
Introduction	<p>What is Digital Marketing?; How is it different from Traditional Marketing? ; Nomenclature used in the field of Digital marketing; How is search engine important for companies?; How can search engine impact the brand and sales of a company?; What are Keywords and its types?; Use of KW Finder Tool (Basic Keyword Research, Search Volumes); Case Studies on Search Engine for Different businesses or different sectors; Different types of domains , hosting service providers; DNS Servers; Purchase of Domain and Hosting for setting up a business; Setting up CPanel for hosting space; What is a Content Management System (CMS)?; What are the types of CMS; Choosing the right CMS for building a website for your niche; Why Wordpress is Chosen for majority of website building (Case Study);</p> <p>Creation and Structuring of a Wordpress website; Installation of Optimal SEO Plugins on Wordpress; Exploration of Different Theme Service Providers (Free+ Paid); Basic Content Writing for a website; Basic Structuring of a Website; UI enhancement in Wordpress Website; 3rd Party API Integrations; Creation of Free Business Emails with your Domain Service Provider; Use of Additional CSS in Wordpress and Setup of Permalinks; Usage of Basic Settings; What Runs Tool</p>	2

SEO-I	<p>Site Structure Analysis (Case Studies Included); Website SEO Checker; Site Audit- Auto & Manual Method; Tool Method (Free + Paid); Woo Rank and SEO Profiler Tools; Ahrefs; What is Google Search Console; Importance of Crawlers and Indexing; Linking your website with Google Search Console; Overview of Google Search Console; Discussion on Site Maps; Robots.txt files; Generation and Setup of Different Site Maps (XML, HTML, Image and Video Site Maps); Setup of Robots.txt in Google Search Console; Discussion on the Importance of Content in Website; Best Practices used for content creation (Keyword Density, Keyword Proximity); Creation of Meta Tags (Titles, Description and Meta Keywords); Importance of Header Tags and its Setup; Image Tags Setup; Importance and Setup of Internal linking; Setup of Canonical Links; Internal Navigation; Types of Error Pages in a Website; Broken Links; Use of 301 Redirection in a website; Importance of 404 error page and setup; Breadcrumbs optimization; Obtaining SSL certificate for your website; Search Operators; Small SEO Tools</p>	2
ALGORITHMS	<p>Google Algorithms (Case Studies Included); Moz Algorithm Updates; Bing Algorithms; How to keep up to date with Search Engine Updates; Introduction to Content Marketing; Article Writing; PR Writing; Preparation of PPT and PDF; Guest Blogging; Classified Content Creation</p>	1
Certifications:	Hubspot Content Marketing certification	1

SEO - II	<p>White hat SEO practices; Grey hat SEO practices; Black hat SEO; White and Grey hat SEO practices; What are backlinks and how are they useful; Overview on Types of Backlinks; How to increase traffic and Search engine rankings by Link Building; What are submissions; Types of Submissions; Directory Submissions; Forum Creation / submissions; Blogs Creation, Posting and Commenting; Blog Post Message Creation and Submission; Articles Submissions; Press Release Distribution; Newsletter posting; Forums Posting and Comments; Image Submissions; PDF/PPT Submission; Web 2.0; Link Wheeling; Favicons Creation; B2B Posting; Social Bookmarking Strategy and Implementation; Social Networking; Classified Ad Creation and Submission; Posting in other Content Network; Link Popularity Monitoring and Reporting; Competitor Analysis (Case Study Inclusive); Podcast Submissions; Video Submissions; Pinging Tools (One Hour Indexing, Small SEO Tools, Index Kings); GT Metrix; Pingdom Tools; Google Page Insights; Advanced SEO</p>	<p>2</p>
Snippets	<p>What are Snippets?; Types of Snippets; How to increase traffic to a Website Using Rich Snippets</p>	<p>1</p>
Schema	<p>What do you mean by Schema; Importance of Schema Setup; Types of Schemas; Checking of Schema; Setup file using Google Page Insights</p>	<p>2</p>
Header and Footer Optimization of Web Page		<p>1</p>
Backlink Audit	<p>What do you mean by Backlink Auditing; Importance of Backlink Audit; What do you mean by Disavowing; Various tools for Auditing Backlinks; Various Toxic Markers; Setup of Disavow file; Uploading a Disavow file</p>	<p>1</p>

<p>Local SEO - On Page</p>	<p>Introduction to Local SEO; URL Canonicalization; Creation of GMB page; Favicon; Titles & Description Tags Optimization; Header Tags Optimization; Image Alt Tags Optimization; XML sitemap updation; Mobile Responsiveness Report; Google Map on Website; Load time & Optimization; Local Business Schema Setup</p>	<p>1</p>
<p>Local SEO -Off Page</p>	<p>Web 2.0 submissions; Local Directory submissions; Local Business Listing Submissions; Article Submissions; Guest Posting; Google Map Integration in Footer Section; NAP Hunter; MOZBar; Alexa; SEO Quake</p>	<p>1</p>