SLOG SOLUTIONS PRIVATE LIMITED
TECHNOLOGY: DIGITAL MARKETING
DURATION: 6 WEEKS

Introduction to SEM and Adwords
- Basics of Internet Marketing
- Adwords Certification Exams
- Benefits of Adwords compared to other Networks

Adwords Account Setup
- Creating Adwords Account
- Adwords Interface Tour
- Adwords Dash Board
- Billing in Adwords

Creating First Campaign
- Understanding purpose of Campaign
- Account Limits in Adwords
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Automatic campaign optimization

Ad groups and Keywords
- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- Adwords Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board

Ads Format and Ad Guidelines
- Ad Types in Adwords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Ads Preview and Diagnosis

Display Network Targeting
- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- CPC Bidding and CPM Bidding
- Manual Placements
- Placement Tool
- Contextual Targeting Tool
- Setting a Video Campaign
- Setting a Video Campaign
- Audience Tab

Conversion Tracking
- Purpose of Conversions
- Create your Conversion Tracking Code
- Tracking the Conversions for Multiple Product

Website Optimizer
- Using Website Optimizer Tool
- A/B Testing
- Multi Variant Testing

Reports and Improving Conversions
- Conversion Tracking
- Dimensions Reports
- Google Analytics Tools

Multi User Access
- User Access Levels
- My Client Centre (MCC)

Social Book-marking
- Stumble Upon
- Delicious
- Reditt
- Fave It
- E-buzz & More

Social Media Networking
- Verifying Twitter Account
- Facebook Profile
- Maintenance
- Facebook landing page
- Creation
- Google Buzz
- Myspace Connections
- Linked In Networking

Blogging
- Blog Post Updating
- Blog Marketing
- Blog Commenting
- Local Business Listing
- Classifieds Posting
- Forum Signature

Using Blogs for SEO
- Blog Commenting
- Writing a Press Release
- Article Submissions
- Video Submissions
- Social Media Optimization
- Social Networking Concepts
- Social Bookmarking
- RSS Feeds

Video Marketing
- Video Optimization
- YouTube
- MetaCafe
- AOL Videos

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