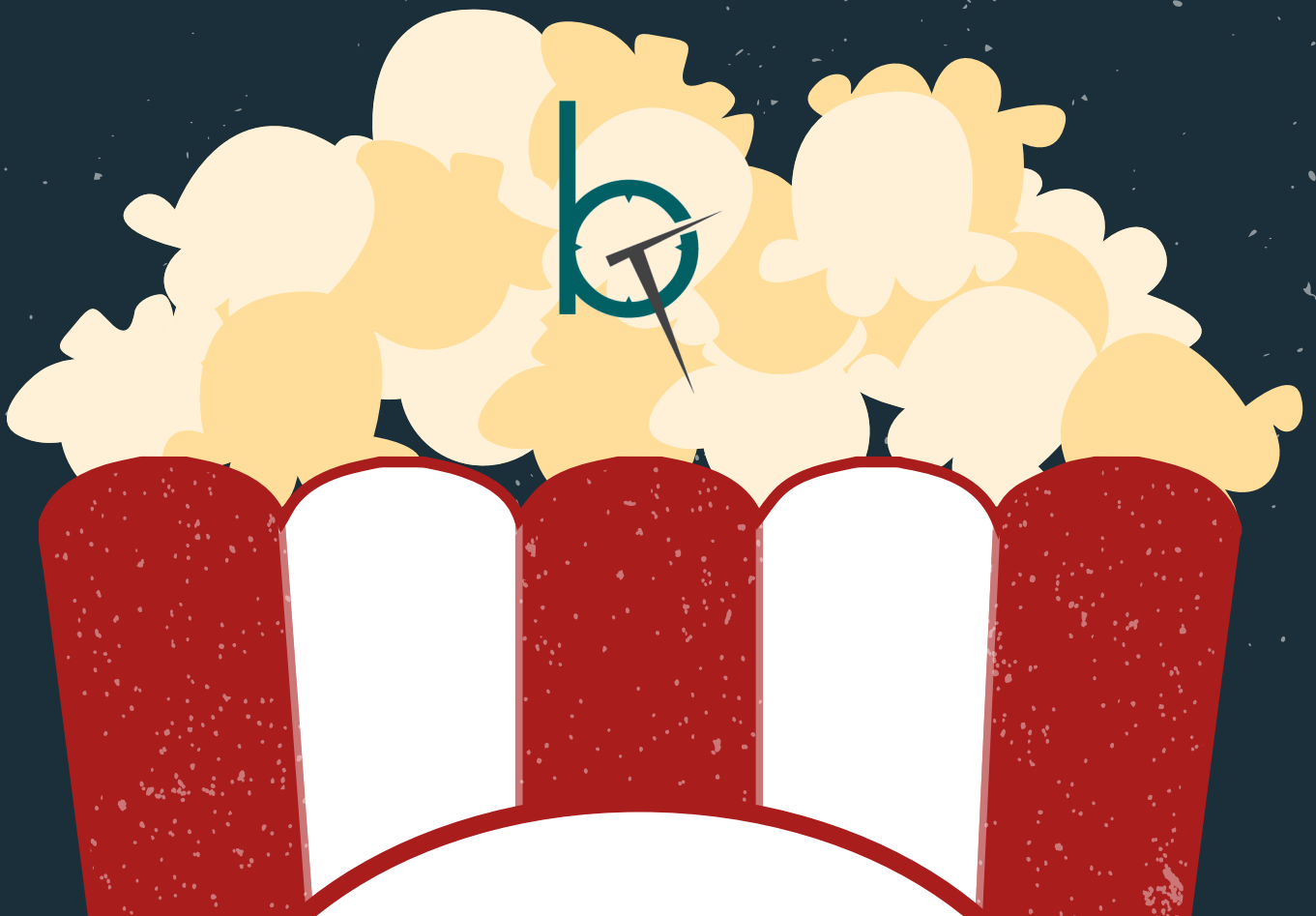


CORPORATE TRAINING  
MODULE

# DIGITAL MARKETING

Time Bazaar Pvt Ltd



According to research 300 million Internet users already in India and another 200 million Indians set to join by 2017. However, the more interesting story lies in the changes taking place behind those numbers. The Indian consumer's mentality of buying is changed from last 2 years they are shifted towards online stores. Armed with the latest digital technology, the new online consumer's expectation gravitates towards digital services that are real-time, personalized and convenient.

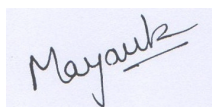
According to this data, online competition is increases drastically from past 2 years, online marketers are constantly experimenting the behavior of online consumers, and making there online stores more and more user friendly and reliable.

To make successful online business, market is in need of Digital Marketing professionals who knows how to target the right audience. For that 'Time Bazaar' come up with a training program named Corporate digital Marketing Training . This training program is commence by 3+ years experience professionals of industry. This training program is developed with the help of 153+ companies.

I would like to take this opportunity to once again thank all the 153+ India Marketers who participated in our survey and who helped our research by sharing their views, insights and ideas. It would not have been possible to sustain this unique research series without the continuous support of the India marketing community over the last few years. We count on your feedback, inspiration and suggestions for making this Corporate Digital marketing Course.

We would be glad to hear your comments on this Training Program which you can share with us at [mayank@timebazaar.com](mailto:mayank@timebazaar.com)

**Sincerely,**



**M.K. Mittal**

**Head of Digital Marketing**

## What is Website?

---

- 1 hour** How Website Develop
- 2 hour** HTML Basics
- 1 hour** Wordpress Installation
- 0.5 hour** What is Server
- 1 hour** How to design Websites
- 1 hour** SWOT Analysis

## Search Engine

---

- 0.5 hour** What is Search Engine
- 0.5 hour** How Search Engine Works
- 0.5 hour** Popular Search Engines
- 0.5 hour** Search Engine Optimization Overview
- 0.5 hour** Social Media Marketing Overview
- 0.5 hour** Affiliate Marketing Marketing Overview

## SEO ON Page

---

- 0.25 hour** What is keyword?
- 0.25 hour** What is keyword Density?
- 0.25 hour** Keywords Research and Analysis
- 0.25 hour** Google Sandbox effect
- 0.25 hour** Meta Tag Optimization
- 0.25 hour** Image optimization

**0.5 hour** Creating Robots.txt file

**0.5 hour** XML Site Map

**1 hour** Wordpress Installation

**0.5 hour** HTML tags

**0.25 hour** 404 Error Redirects

**0.25 hour** 301 / 302 Redirections

**1 hour** How to host and register site

## SEO OFF Page

---

**3 hour** What is Backlinks

How to Create Backlinks

Backlinks Research Tools

**3 hour** Article Submission

review Based Marketing

PPT, PDF & Video Submission

## Important Tools

---

**0.25 hour** Trend Analysis

**1 hour** Webmaster tool

Analytics

**2 hour** Backlinks Detector

Meta Tag Optimization

Plagiarism checker



**0.5 hour** Creating Robots.txt file

**0.5 hour** Analytics Integration

**1 hour** Webmaster Integration

**0.5 hour** Research Work

## **Social Media Optimization**

---

**1 hour** What is social media?  
How can social media help my business?  
Social Media Training: The Big Picture

**3 hour** Social Media Training: Blogging  
How to Create blog  
Tools

**3 hour** Facebook (Business Page creation)

**3 hour** Linkedin

**3 hour** Twitter

**3 hour** Youtube + Small Video Making

## **Search Engine Marketing**

---

**3 hour** Google PPC Campaigns  
Post Creation  
Targeting

**3 hour** Facebook Campaign

## Mobile Search Engine Optimization

---

**3 hour**

What should I think about when working with a developer?

Choose your mobile configuration

Understand different devices

Understand key points in going mobile

Select your mobile configuration

Responsive Web Design

## Last Class

---

**3 hour**

Tips to crack interview

Doubts Class

