

Digital
Polaris

Digital Polaris

Digital Marketing Institute

ABSTRACT

Hello, After Successfully years experienced as a Digital Marketer, I realised to serve my knowledge, experience and Guidance to the children of our city to make them aware regarding career opportunities in digital marketing field. With this dream I initiate a step to provide complete SEO and Digital Marketing training under an umbrella- "Digital Polaris".

Lalit Mohan Rawat (Founder)

Digital Marketer & WordPress Developer



Reasons To Join Us

- **100% Training Classes**
- **No. 1 Ranking on Google**
- **First Institute in Srinagar Garhwal**
- **100% Live Projects**
- **Life-Time Support**
- **SEO Tools Training**
- **Career Opportunities**

Index

- **Digital Marketing Training Overview**
 - **Career Opportunities and Packages**
 - **Career in Blogging and Vlogging**
 - **Business Requirement**
 - **Freelancer**
- **SEO Training (White Hat, Gray Hat, Black Hat)**
- **SMO Training (Major Social Media's Training)**
- **Google Tools (Analytics, Keyword Planner, Webmaster)**
- **Blogging**
- **Video Marketing & Promotions (YouTube, Facebook)**
- **How to Grab Freelancing Projects?**
- **PPC Training**
- **Lead Generation**
- **Affiliate Marketing**
- **Google Certifications**

Details information

- 1. What is Digital Marketing.**
- 2. Google Algorithm**
- 3. What is SERP.**
- 4. What is Rich Snippet.**
- 5. Google Structure.**
- 6. What is SEO.**
- 7. SEO technique**
 - a. White Hat**
 - b. Gray Hat**
 - c. Black Hat**
- 8. What is the SEO Type?**
 - a. On-Page Overview**
 - b. Off-Page Overview**

Search Engine Optimisation

ON PAGE SEO

1. **On-page overview**
2. **Keywords, keywords density and content overview**
3. **Meta Tag**
4. **Alt Tag**
5. **Site Navigation & Breadcrumb**
6. **Sitemap**
7. **Robots.txt**
8. **Inbound Links**
9. **Outbound Links**
10. **Do follow Links**
11. **No follow Links**
12. **Canonical Tag**
13. **Broken Links.**
14. **LSI**
15. **Tel tag**
16. **Email mail to tag**
17. **Schema Tags**
18. **Rich snippet**
19. **Open graph & Twitter card.**

Search Engine Optimisation

OFF PAGE SEO

1. **Off-page Overview.**
2. **Blog posting.**
3. **Article submission**
4. **Blog commenting**
5. **Directory submission**
6. **Social bookmarking**
7. **Classified Submission**
8. **Profile Back links.**
9. **Guest posting.**
10. **Q&A Sites.**
11. **Submit Testimonials.**
12. **Local Business Listing**
13. **Natural Backlinks**
14. **Forum Posting**
15. **Document Sharing**
 - a. **Photo/image Sharing.**
 - b. **Infographics**
 - c. **PDF/DOC/PPT.**
16. **Press Release.**

SEO Optimization and Analysis on Different Search Engines

- 1. Overview**
- 2. Google Analytics**
- 3. Google webmasters & Search Console**
- 4. Bing Webmasters**
- 5. Yandex Webmaster**

Content Creation

- 1. Overview**
- 2. How to Make Content**
- 3. Types of Content**
- 4. Keywords**
- 5. SEO Friendly Content Creation Overview**
- 6. Video Content Making.**
- 7. Photoshop.**
- 8. Use of Viral hack.**
- 9. PPT Making, etc.**

Social Media Optimization

- 1. SMO Overview**
- 2. Facebook**
 - a. Business Page Creation**
 - b. Create Groups.**
 - c. create Events.**
 - d. Post Jobs.**
- 3. Instagram**
 - a. How create Business account**
 - b. Promotion**
- 4. Twitter**
- 5. LinkedIn**
- 6. Pinterest**
- 7. Reddit**

Website Analysis

- 1. Website auditing (Uses of major tools and without Tools)**
- 2. Competitor Analysis (Uses of major tools and without Tools)**
- 3. Backlink Analysis (Uses of major tools and without Tools)**

Domain and Web Hosting

- 1. What is domain**
- 2. What is Web Hosting**
- 3. Server error and redirection (404, 500, 501,301 etc)**
- 4. How to use cPanel**
- 5. How to Purchase hosting and domain**

WordPress Installation and Customisation

- 1. Overview of WordPress**
- 2. How to install WordPress**
- 3. Themes and How to Install**
- 4. Plugins and How to Install**
- 5. How to Make site, pages, post and customization**
- 6. Ad Placement**

How to Make Money Online

- 1. Blog through Earning**
- 2. Google AdSense**
- 3. Affiliate Marketing**
- 4. Vlog (Video Promotion)**
- 5. Graphics design (Photoshop)**
- 6. Ecommerce Marketing**
- 7. Email Marketing.**
- 8. Lead Marketing.**
- 9. WhatsApp Marketing**
- 10. Bulk SMS Marketing**

Pay Per Click

Paid Advertisement

1. Google Ads

- I. Different types of ads creation
 - i. Search ads
 - ii. Display Ads
 - iii. Video ads (YouTube Ads)
 - iv. Ecommerce Ads
 - v. App install Ads
 - vi. Leads Ads

2. Facebook Ads

- a. Page Reach ads
- b. Website visit Ads
- c. Video Promotions Ads
- d. Post Reach Ads
- e. Leads Ad

3. Instagram Ads