

Digital  
Polaris

Digital Polaris

Digital Marketing Institute

## ABSTRACT

Hello, After Successfully four 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**



## 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 (On-page, Off-page, Technical SEO)**
- **SMO Training (Major Social Media's Training)**
- **Google Tools (Analytics, Webmaster)**
- **WordPress and Blogger (Only Blog)**
- **Google and Hubspot 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. **Title Tag**
4. **Meta tags**
5. **Meta Keywords.**
6. **Alt Tag**
7. **Site Navigation & Breadcrumb**
8. **Sitemap**
9. **Robots.txt**
10. **Inbound Links**
11. **Outbound I Links**
12. **Do follow Links**
13. **No follow Links**
14. **Canonical Tag**
15. **Broken Links.**
16. **LSI**
17. **Tel tag**
18. **Email mail to tag**
19. **Schema Tags**
20. **Rich snippet**
21. **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 book marking**
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**

## **Content Creation**

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



# **Website Analysis**

- 1. Website auditing**
- 2. Competitor Analysis**
- 3. Backlink Analysis**

## **WordPress and Blogger (Only Blog)**

- 1. Overview of WordPress**
- 2. Blogger**