












Advance **DIGITAL** **MARKETING** **MODULE**

<https://rankbrainmarketing.com/>



Digital Marketing Fundamental

-  Fundamentals of Website Designing & Development
 -  Search Engine and its working application
 -  Understanding Google Algorithms & its Updates
 -  Search Engine Optimization
 -  SEO Website Audit & Optimization
 -  Keywords Research techniques
 -  On-Site Optimization Process
 -  SEO Cannibalization Setup
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Google Tools Setup Process



Off-Site Optimization Process



Local Search Engine Optimization



Google My Business Setup



SEO Voice Optimization



Search Engine Marketing



Basic & Advance Google Ads



Optimizing ROI-Return on Investment



Advance Google Ads



Setting the Remarketing Campaign



Social Media Optimization



Hashtag Research Process



Advance image Editing Tools



Paid Social Media Marketing



Facebook & Instagram ads



Youtube Ads



Linkedin Marketing




Social Media Automation



Email Marketing



Ecommerce Marketing

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- ✓ Content Writing & Marketing
 - ✓ Blogging with AdSense Setup
 - ✓ Freelancing work & Reporting
 - ✓ Theme Pages Business Process
 - ✓ Shopify Store Setup
 - ✓ Content Creation
 - ✓ Interview Preparation
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