

(Training Program Agenda)

- **1st Day: Search Engine Optimization (SEO):**
 - Introduction to SEO
 - SEO Google tools
 - SEO Types
 - On Page Auditing
 - SEO most efficient plugins for WordPress websites (On Page)
 - OFF Page Auditing
 - Types of links building (Google Link Builder)
 - YouTube SEO
 - Twitter SEO
 - Black SEO & Common Mistakes and Practices to avoid

- **2nd Day: Google AdWords advanced Optimization and other Social Media Platforms:**
 - Getting Started with Advanced Google AdWords tools.
 - Using Keyword Planner to analyze your target customers (Keywords Planner)
 - Types of keywords and best strategies in preparing them
 - The Right Ways to Build Negative Keyword Lists to Reduce Spending
 - Best practices in determining bidding strategies and bidding (Types of Bidding)
 - GTM (Google Tag Manager)
 - Google Tracking codes
 - Create remarketing campaigns on AdWords
 - The importance of the **Quality factor** and how to improve it
 - Snap Pixel
 - Facebook & Instagram Pixel
 - Twitter Pixel
 - Linking AdWords with Google analytics

- **3rd Day: Google Analytics (GA):**

- Getting Started with Google Analytics
- How Google Analytics works?
- Linking Google Analytics to your website and other social media platforms
- Accounts, profiles, and user navigation
- Real Time Traffic
- Basic metrics and tools
- Google Analytics reports types
- Setting campaign goals on GA and monitor their performance, results immediately
- How to Extract Professional Reports on Google Analytics System

- **4th Day: Digital Marketing Strategy:**

- 90% strategy rule
- Strategy and implementations
- SWOT Analysis
- Marketing mix (4P's)
- Audience and buyer persona
- Goals, ROI and achievements.
- Reports, metrics, and analytics