

PROFESSIONAL LEVEL TEST SYLLABUS

Advanced SEO (5%)

- Adding Schema & its uses
- Overview of Open Graph
- Overview of Twitter Card
- About AMP pages
- Optimising for Voice Search

ECommerce SEO (5%)

- Building strategy
- How is it different
- On-page & off-page plan
- App store Optimisation

Global SEO (5%)

- Role of directories
- Website Server
- Role of IP

Building Online Presence (5%)

- How website works
- Setting your website & business goals
- Website Security

Building online strategy (10%)

- Different strategies & approaches
- Understanding customer behaviour
- Setting goals
- Competing with competitors

SEM (10%)

- Pay Per Click Ads
- Google Adwords
- Bing, Baidu and Yahoo Ads
- Remarketing and Dynamic Targeting

Conversion Rate Optimization (5%)

- Landing Page
- A/B Testing
- Funnel setup

Social Media Marketing (10%)

- Facebook and Instagram Ads
- Twitter and LinkedIn Ads

Lead Generation (5%)

- Leads Management
- Leads Nurturing and Validation

Mobile Marketing (5%)

- Mobile responsiveness and Mobile ads

Content Marketing (5%)

- SEO friendly content
- Content marketing channels
- Different approaches to content marketing

Email Marketing (5%)

- Elements of email
- Email Subject Line and How to avoid spam
- Email Campaign Measurement

Display Advertising (5%)

- Display Ads
- Remarketing through Display Ads

Video Marketing (5%)

- Youtube ads and TikTok ads

Affiliate Marketing (5%)

- Find profitable affiliates
- Tools used for Affiliate Marketing

SMS Marketing (5%)

- How to setup & start the campaign
- Using bulk SMS and different tools for it

Google Updates (5%)

- Penguin Update
- Panda Update