

Search Engine Marketing Diploma.

- 1- Refund Policy
- 2- Course Outline

Learn N' Digital cancellation and refund policy:

Learn n' has the objective to make all the attendees satisfied, so if you decide not to complete a course or start the program, it can be refunded in case of cancellation.

In the case of cancellations prior to the course start, the refund policy will apply:

- 2 days or more before course commencement: 100% of total fees refunded,
- Less than 2 days before course commencement or attended one session : 80% of total fees refunded
- Attended two sessions : 50% of total fees refunded
- More than 2 sessions attended: No refund.

Course Sections

The Program will be comprehensive, with case studies and practical workshops.

SEO Track

Number of hours: **24 Hrs**

Introduction

- SEM definition & importance
- Google Search Statistics
- EGYPTIANS' GOOGLING BEHAVIOR
- SEM usage & objectives & benefits
- How Do Search Engines Work?
- SEO vs SEM

● Why Search Engine Marketing?

- SEM advantage and disadvantage

- SEM strategies & Terminology
- How Search Engine Marketing can Gain Your Business

● **WHY SEO?**

- Introduction to Search Engine Optimization

● **Websites Concept**

- website components
- Types of Websites
- Domain
- Domain Name Tips
- Domain Types
- Domain extensions
- Domain purchase
- What is a Web Server ?
- What is a Website Hosting?

● **How Do Search Engines Work?**

- Google Ranking Factors 2019
- Google updates
- Robots.txt
- Robots Exclusion Standard
- Robots.txt Generator
- sitemaps
- Sitemap Syntax
- XML Sitemaps

● **On-page SEO VS Off-page SEO**

Keywords

- Keywords Placement
- SEO PERSONA
- TYPES OF BUYER KEYWORDS
- keywords Research
- keywords Research plan
- How to Research keywords
- How to deal with Keywords difficulty
- keywords Tools

Technical SEO Factors

- PAGE SPEED
- META TAGS
- TITLE TAGS
- TOP MISTAKES WHEN CREATING TITLE TAGS
- H1-H2
- WEBDESIGN
- Consider UX
- Technical seo factors tools
- Steps to Builed Websit for small and medium business
- Landing Page Best Practice

PROGRAMING SEO Factors

- Responsive Website Design
- MOBILE-FRIENDLY
- AMP
- SSL
- URL
- URL Best Practices
- SEO Tips for URLs
- HTTP Status Codes
- Programing seo factors tools

Content Factors

- Content optimization
- How to write great content ?
- Title & Description
- Content Types
- HEADLINES TIPS
- BRAINSTORMING FOR SEO
- CTA
- CONTENT IDEAS
- Analyzing content quality

Backlinks

- Domain Authority & Page Authority
- Understanding the importance of links.
- Links Factors
- Building internal links.
- Earning external links.

- Inbound Links vs Outbound Links
- Finding link-Earning opportunities.
- Executing a link-Earning strategy.
- Backlinks Vs Social Signals
- Backlinks Tools
- How to Build High Quality Backlinks?
- backlinks vs mention
- How to Create a “Link Magnet”?
- How to Turn Content Into Backlinks

Measuring SEO:

- Measuring SEO performance.
- Analyzing keywords.
- Analyzing links.
- SEO Tools

SEO Plan Process

Google Analytics

- Creating a Google Analytics account
- Views in Google Analytics
- Google Analytics Basics
- Google Analytics terminologies
- Google Analytics Goals
- Where to Find Google Analytics Goals
- Installing tracking tags
- Reading the dashboard, graphs, and data tables
- Setting up report filters
- Tracking events
- Reporting

Next Step

- SERP FEATURES
- SEO Trends on 2020
- Blogs To learn SEO

Google Ads Track

Number of hours: 24 Hrs

Why Search Engine Marketing?

- SEM advantage and disadvantage
- SEM strategies & Terminology
- Kinds of Search Engine Marketing "Types of Campaigns" --- Search, Display, Videos
- How Search Engine Marketing can Gain Your Business

What is Google Ads

- Google Ads structure
- Google Ads -Layers
- How it works
- Benefits of Google Ads
- How to use Google Ads
- Define marketing goals
- Organize Google Ads account
- Google Ads BEST PRACTICE
- Workshop

How it works

- Search Network VS Display Network
- Google Ads Auction
- Google Ads Quality Score
- Types of Landing Pages
- Landing Page SEO for Google ads
- Landing Page Best Practice

Account management

- Account Organization
- Account management
- Setting up a new account

● Keywords

- Keywords Places on Landing page
- Keywords Persona
- Types of Buyer Keywords

- keywords Research
- keywords Research plan
- How to Research keywords
- Keywords Planner
- Keywords tools
- Keywords Best Practices
- Keywords Match Types
- Negative Keyword Match Types
- Spy Competitor Keywords
- SKAGs

● **SEARCH CAMPAIGN**

- Text ads
- Write successful text ads
- CTA
- Ad Extensions
- Ad group
- Campaigns implementation " Search, Display, Videos"
- Quality Ads
- Campaign Creation

● **SETUP SEARCH CAMPAIGN**

- Ad formats
- Ad Targeting
- Devices & Locations and Languages
- Bid strategy
- Budget

● **Case study**

● **Campaign's enhancement**

GDN

- Technical requirements
- ADS PLACES
- Display targeting
- SETUP GDN CAMPAIGN

● **Youtube ads**

- TrueView video discovery Ads

- TrueView in-stream Ads
- Bumper ads
- Popular videos bid adjustment
- Video performance
- RESERVED MEDIA
- Targeting ads
- SETUP VIDEO CAMPAIGN

- **Remarketing**

- Google Ads Remarketing Options
- Selecting Your Audiences
- Set-Up Analytics Funnels

- **Google Analytics**

- Common mistakes
- Reporting