



## Relevance Digital Academy Syllabus

Gain actionable insights and an understanding of the tools and skills needed to improve your website's traffic, create successful paid advertising campaigns and ultimately get more business through your digital presence.

Guest speakers from Google and Twitter.

Relevance Digital Academy syllabus:

### Session 1: Overview of Fundamentals of Digital Marketing

- Overview of the course
- Why is digital marketing important?
- Introduction to Search Engine Optimisation
- Introduction to Search Engine Marketing
- Introduction to Content Marketing
- Introduction to Social Media Marketing
- Introduction to Google Advertising
- Introduction to Digital PR
- 5 SEO metrics to measure SEO performance
- How to identify your KPIs
- How soon can you expect to see progress?

### Session 2: SEO Fundamentals - Phase 1

- An overview of SEO
- Google algorithm - main ranking factors
- How to do keyword research: steps & strategy
- How to quickly brainstorm 1000's of keyword ideas
- How to narrow down your keyword list using Google Keyword Planner and Keyword Explorer
- How to assess keyword competition & choose target keywords
- How to write title tags search engines love
- How to appear in the Google image search results
- How to improve on-page relevancy
- How to use Google Search Console
- Workshop: how to verify your website in the Google Search Console

### Session 3: SEO Fundamentals - Phase 2

- Which are the best SEO tools to save time and increase efficiency?
- How to rank well in international territories
- Local SEO: how to rank your local business on Google
- What could harm my rankings on Google?
- Workshop: adding your business to Google Places and verifying that your NAP (name, address, phone) is correct
- Taking action: follow the 20-point SEO checklist

### Session 4: Creating Content

- The fundamentals of blogging
- Identifying content opportunities
- Attention - headlines are «Eighty Cents of the Dollar»
- Taking advantage of Interactive Content
- How to create content that generates links & social shares on autopilot
- Amplifying your content with social media
- The power of mentions
- Content marketing do's and don'ts

### Session 5: Analytics and Optimisation

- Workshop: setting up your Google Analytics account
- 9 critical account set-up steps to collect actionable data
- Set-up goal tracking to measure success
- Filter internal traffic so you don't skew your data
- Analyse source/medium report
- Analyse goals report
- Turn analytical data into actionable insights

### Session 6: Website CMS and Technical SEO

- Types of content management systems
- Advantages of using WordPress/Joomla/etc.
- Advantages of custom-built CMS
- How to improve website performance & speed
- How to take the Google mobile-friendly test
- The anatomy of a landing page
- Conversion rate optimisation
- Perfecting the conversion process

### Session 7: Google Advertising

- Benefits of Google Adwords
- How Google Adwords works
- Have a congruent landing page
- Select the right campaign type: display vs search ads
- Determine your bids & budgets
- Write effective ads
- Take Advantage of the Ad Extensions
- How to make the most of your campaign with Remarketing
- Choose profitable keywords
- Advanced campaign settings
- Measure & optimise

Guest Speaker - Google representative

## Session 8: Digital PR

- The types of backlinks that really matter and how to get them
- Old school link building
- What kind of link building can get you in trouble?
- White-hat link building tactics in 2017
- 10 Best Link Building Methods
- How to find your existing backlinks

Guest Speaker: Relevance PR Manager

## Session 9: Social Media

- The platforms – social content
- Scheduling posts
- Best social media management tools
- Insights & analytics
- Tactics to start getting organic likes
- Why advertise on social media?
- Know your audience - which social media channel to drop, which to prioritise?
- How to set up ads on Facebook/Instagram
- How to reach your target audience?
- How to set up ads on Twitter

Guest speaker: Twitter representative and a Social Media Influencer

## Session 10: Workshop Session and Brainstorm

- Attendees will create an overview of their own company's current strategy, and use tools provided to map potential changes
- Case Study - Digital Marketing Start-Up - Fashion
- Case Study - Digital Marketing Promotion - Real Estate
- Q&A session with digital marketing professionals
- Receiving your certificate of completion