

SEO Internet Marketing Fundamentals Course

COURSE OUTLINE

Chapter 1: Introduction

Chapter 2: SWOT Analysis in Marketing

- Strength
- Weaknesses
- Opportunities
- Threats
- Case Study

Chapter 3: Marketing Research

- Consume All Media
- Finding the Right Price
- Product Development and Improvement
- Identify Your Target Audience
- Case Study

Chapter 4: Real Time Marketing

- Dynamic Content
- Engagement Builds Followers
- Constant Readiness and Monitoring
- The Time the Place and the Media
- Case Study

Chapter 5: Brand Management

- Every Interaction Counts
- Consistent Through all Media
- Unique Qualities
- Needs to be Actively Managed
- Case Study

Chapter 6: Social Media

- You are Building a Community
- A Personal Touch
- Brand Champions
- Make it Easy to Share
- Case Study

Chapter 7: SEO Basics

- Relevant and Original Content
- Keywords

- Value Proposition
- Linking
- Case Study

Chapter 8: Social Media

- Content is King
- Blog and Interact
- Webinars
- Constant Monitoring
- Case Study

Chapter 9: Website Characteristics

- SEO Optimization
- Landing Page
- Analytics
- Mobile and Tablet Friendly
- Case Study

Chapter 10: Capturing Leads

- Lead Management and Generation
- Give Something Away
- Quality vs. Quantity
- Capture Repeat Customers
- Case Study

Chapter 11: Campaign Characteristics

- Tailored for Your Audience
- Use Powerful Words
- The 4 W's of a Campaign
- Monitor and Tweak
- Case Study