

# Digital Marketing/ SEM Training Workshop

NELL PROGRAM ACADEMY

2015/2016



There's no denying it, the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their marketing strategies need to adapt fast.

Why is digital marketing so important? Because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

The great benefit of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one.



## **Digital Marketing/ Search Engine Marketing**

### **Day 1: Digital Marketing Strategy and Digital Analytics**

Intro to Digital Marketing

Creating a simple Digital Marketing strategy

Getting started with digital analytics

Understanding and using Google Analytics data

Collecting actionable data with Google Analytics

Navigating Google Analytics reports

Navigating Conversions reports

Creating dashboards and custom reports

### **Day 2: SEO, Content Marketing and Social SEO**

SEO basics

Keyword research

Page titles

Meta tags

Site structure

URL structure (Arabic and English)

Anchor text

Images optimization

Heading tags

Dealing with Crawlers

Robots.txt

## **Day 3 & 4: SEO, Content Marketing and Social SEO**

Sitemaps

Links management

Promote your website in the right ways / Backlinks

Google webmaster tools

Content marketing basics

Writing effective content to help organic search marketing

Measuring the effectiveness of website content.

Content optimization tips

SEO KPIs

SEO tools

Social SEO

Introduction to AdWords

Account Management

Campaign and Ad Group Management

Keyword Targeting

Language and Location Targeting

Ad Formats

Budgets and Bidding

Measurement and Optimization

Performance, Profitability, and Growth

## Course Duration/ and place of training

The course will be conducted over three days

Dates: 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, & 17<sup>th</sup> November 2015

Total hours: 12 hours

Total hours per day: 3 hours

Venue: Nell Program Academy

## Course Instructors

Trainer: Jawdat Shammass

## Certificates

Nell Program Academy – Attendance certificate

## Course Fees

Fees per trainee: 350 JD

20% discount for early registration: before November 7<sup>th</sup> 2015

