

Session 1:

The Marketing World In 2017 - Touchpoints, Devices, Storytelling and Experience
Moore's Law, Exponential Change, and the World of Martech
The Four Commandments of Digital Marketing
Listening As A Strategy
Understanding The Buyer's Journey
Overview of keyword research

Session 2:

Review Session 1
Keyword Research, Long Tail Keyword Phrases, and Creating a Semantic Core using Ubersuggest, SEMRush, and the Google Keyword Planner Tool.
Preview to Google Analytics, Metrics and Reporting
Creating A Content Marketing System
Listening As A Strategy using SEMRush and SproutSocial
Creating A Content Strategy

Session 3:

Recap of Session II
Site Design - Mobile and Desktop including Schema, Landing Pages, Security, <H> tags, URLs, Page Titles, CTAs (calls to action), Audit, Meta Description, ALT Tags, Robots.txt, XML Sitemaps, Custom 404, Load Time, SSL Secure, W3 Compliance
SEO - An Overview Including MarTech (Marketing Technology Tools)/
Google Webmaster & Search Console
Working With Analytics - From Insight to Action

Session 4:

Recap of Session III
Google Analytics
Local SEO
Facebook Marketing & Advertising

Session 5:

Recap of Session IV
Twitter Marketing & Advertising
#Hashtag's
Pinterest Marketing & Advertising
G+ Marketing
Instagram Marketing & Advertising
LinkedIn Marketing & Advertising
Buffer: an alternative to SproutSocial

Session 6:

Recap of Session I~V
Google AdWords
YouTube Advertising
Email Marketing
Recap of Tools
Creating the DM Strategy That Is Right For You
Awarding of Certificates