

**E.M.G. YADAVA WOMENS COLLEGE, MADURAI -14.****(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****Re –accredited (3<sup>rd</sup> cycle) with Grade A<sup>+</sup> and CGPA 3.51 by NAAC****CBCS****DEPARTMENT OF COMPUTER APPLICATIONS-UG****VALUE ADDED COURSE****(w.e.f. 2021 – 2022 onwards)****Digital Marketing**

1. This Course is offered for the third year Students
2. Period of Study : V Semester

**COURSE STRUCTURE****Contact Hours: 30 hrs****Credit: 1**

<b>S.No.</b>	<b>Sem</b>	<b>Subject Code</b>	<b>Title of the Paper</b>
1.	<b>V</b>	<b>21JVAC</b>	<b>Theory: Digital Marketing</b>
2.	<b>V</b>	<b>21JVACP</b>	<b>Practical: Digital Marketing Lab</b>

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This course is to enable the students to learn about digital marketing world, as it available for advertising, planning for online marketing that help them to plan.

**Unit-I:**

**SEO & SMM Syllabus: Introduction to SEO** - search engines- search engines work- SEO- SEO techniques (On page and Off page) – Ranking- Google ranks a website.

**Unit-II:**

**Keyword Research:** Introduction to Keyword research- How and why to choose the right keywords- Different types of keywords- Keyword analysis- Keywords density analysis- Tools for keyword research- Competition analysis- Localized keywords research.

**Unit-III:**

**On Page Optimization Steps:** Introduction to On-page optimization- Title, Description, and Keywords tag- Length of titles, meta description, and Snippets- H1 to H6 Tags and their importance-The keywords can be placed- Difference between Internal links and External links- Anchor Text- Headers optimization- Image tag optimization - Content Optimization- SEO friendly content - Page naming, URL Structure, Permalink - Difference between HTTP / HTTPS - Broken link analysis- Google webmaster tool - Google analytics - Creating effective landing pages.

**Unit-IV:**

**Off-Page Optimization:** Introduction to Off-page optimization- Introduction of link building and its types - Directory submission - Blog submission - Forum posting - Press release submission - Video submission -Image submission

**Unit-V:**

Business listing submission- Guest blog- Infographics sharing - Document Sharing- Web 2.0 submission- Importance of backlinks / Link building - Strategies to build qualitative and relevant backlinks - Competitors backlink research and submission - Submission to do follow websites.

**PRACTICALS**

**Title of the Paper : Digital Marketing Lab**

**Subject-Code : 21JVACP**

**List of Programs:****SEO – SEARCH ENGINE OPTIMIZATION**

1. Program to implement SEO techniques and google ranking for a website
2. Program for keyword research and keyword analysis
3. Program for implementing on-page optimization steps
4. Program for content optimization
5. Program to analyse google webmaster
6. Program for analysing effective landing page
7. Program to implement off-page optimization
8. Program for generating different types of Backlinks
9. Program for web 2.0 submission
10. Program for business listing

**SMM – SOCIAL MEDIA MARKETING**

1. Program for social media posting content creation and Hash tag creation
2. Program for creating facebook profile, group and page
3. Program for group adding and sharing on all social media channels

4. Program for creating Instagram profile
5. Program for creating Twitter profile
6. Program for creating LinkedIn profile
7. Program for creating Pinterest profile
8. Program for creating Youtube profile
9. Program for publishing Youtube video
10. Program for increasing followers and friends
11. Program for image or content posting in all social media profiles
12. Program for taking insights in Facebook, LinkedIn, Twitter, Instagram and Youtube