

House # 80, Road # 8/A, Mirza Golam Hafiz Road, Dhanmondi, Dhaka-1209, Bangladesh.

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Digital Marketing & Practical SEO

Marketing Fundamentals

Market Research

Facebook Marketing

- Create Your Facebook Page
- Facebook Icon
- Facebook Cover Image
- Description & About Page
- Apps & Tabs
- Page Settings
- 9 Post Formulas Guaranteed to Drive Engagement
- Edgerank Algorithm
- Caption This Photo
- Quotes
- Native Videos
- Facebook Contest
- 5 More Facebook Post Formulas
- Bonus Tips: Content Strategy
- 10 Tactics to Start Getting Organic Likes
- Use Email to Drive Organic Likes
- Use Facebook Groups to Drive Organic Likes
- Add a Facebook Like Box to Your Website
- Secret Strategy to Increase Page Likes
- 5 Facebook Insights Reports to Measure Success

Google Adwords

- Benefits of Google Adwords

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- How Google Adwords Works
- Define Success & Set Up Tracking
- Analyse Your PPC Competition
- Have a Congruent Landing Page
- Select The Right Campaign Type
- Target Your Audience
- Determine Your Bids & Budgets
- Write Effective Ads
- Choose Profitable Keywords
- Advanced Campaign Settings
- Measure & Optimise

Google Analytics

- Install Google Analytics
- Enable These 3 Essential Reports
- Set up Goal Tracking to Measure Success
- Filter Internal Traffic So You Don't Skew Your Data
- Add Custom Dashboard to Reveal 12 Essential Metrics
- Get Notified for Traffic Drops & Spikes with Custom Alerts
- Make Google Analytics Annotations So You Don't Forget
- Analyze Demographics Reports (Age, Gender, Interests & Behaviour)
- Analyze Geo Report (Language & Location)
- Analyze Technology & Mobile Report (Browser, OS & Devices)
- Analyze Acquisition Overview Report
- Analyze Source/Medium Report
- Analyze Best Days to Post
- Use Campaign Tagging to Improve Acquisition Data Accuracy
- Analyze Landing Pages Report
- Analyze All Pages Report
- Analyze Exit Pages Report

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- Analyze Goals Report
- How to Remove Spam Traffic

YouTube Marketing

- YouTube Marketing Strategy
- "Watch Time" is Golden
- The Subscriber Advantage
- YouTube Recording Software & Mics
- YouTube Account Set Up & Optimization
- YouTube Keyword Research
- YouTube Video Structure
- YouTube SEO
- Youtube Thumbnails
- YouTube Annotations & Cards
- YouTube Promotion
- YouTube Analytics

Quora Marketing

- How to Join Quora & Optimize Your Profile
- How to Identify Questions That Are Worth Answering
- How to Choose or Create a Blog Post to Link Back To
- How to Structure Your Answers For Maximum Clicks
- How to Promote Your Quora Answers
- How to Track Quora Traffic & ROI in Google Analytics
- Rinse & Repeat [Just 5 Mins a Day!]
- Promote Your Quora Answers

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Search Engine Optimization (SEO)

- An Overview of SEO
- 5 SEO Metrics to Measure SEO Performance
- How to SEO Optimise Your Homepage
- How to Verify Your Website in The Google Search Console
- How to Improve Website Performance & Speed
- How to Take the Google Mobile Friendly Test
- 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
- How to Assess Keyword Competition & Choose Target Keywords
- How to Write Title Tags Search Engines Love
- How to Skyrocket Clickthrough Rate with Meta Descriptions
- How to Appear in the Google Image Search Results
- Copy Optimization: Headings Tags, Outgoing & Internal Links etc.
- The Types of Backlinks That Really Matter and How to Get Them
- How to Maximise Links for Your SEO Campaigns
- How to Create Content That Generates Links & Social Shares on Autopilot
- How to Leverage Authority Websites and Top of the Search Results

Reputation Management

Bonus Lecture Twitter Marketing

- How Twitter Works
- What Not To Do on Twitter
- 4 Ways To Get More Retweets
- 5 Steps Optimize Your Profile
- 5 Ways to Promote Your Twitter
- Use Hastags to Increase Discoverability



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- Follow Top Twitter Users
- The Poster Boy Formula
- Join a Trending Conversation
- Ask Questions
- Bring Twitter Into the Physical World
- Track Results: Twitter Analytics
- Bonus Tip. Schedule Tweets with Buffer
- Implement Strategies to Increase Twitter Followers