

Training: Digital Marketing Institute  
Professional Diploma in Search Marketing



FORM OF TRAINING	MATERIALS	PRICE	DURATION
Traditional	Hardcopy	1495 EUR	5 days
Traditional	CTAB Tablet	1595 EUR	5 days
Distance learning	Hardcopy	1495 EUR	5 days
Distance learning	CTAB Tablet	1495 EUR	5 days

### LOCATIONS

Krakow - 5 Tatarska Street, II floor, hours: 9:00 am - 4:00 pm  
Warsaw - 17 Bielska Street, hours: 9:00 am - 4:00 pm

### TRAINING GOALS:

Through dynamic lectures, case studies and practical exercises, participants will learn the latest methods, techniques and tools for improving their organisation's search marketing and brand building efforts. The Digital Marketing Institute's panel of Industry Experts has specifically structured the syllabus to focus on current trends and best practices in search marketing. As well as producing innovative and creative search strategies, participants will also learn how to leverage these strategies to gain competitive advantage for both their business and their career.

### Objectives & Outcomes

The **Professional Diploma in Search Marketing** will teach you the skills to execute a comprehensive search marketing strategy encompassing the disciplines of search engine optimisation, pay per click advertising and analytics; including:

- SEO
  - Technical setup of an SEO campaign including planning, benchmarking and measurement metrics
  - On-page and Off-page content marketing
  - Keyword research
  - Site audit and optimisation
- PPC
  - AdWords account set up, interaction and hierarchy
  - Search and Display Advertising formats and networks across multiple devices and channels
  - PPC campaign performance monitoring and reporting

- Analytics
  - Analytics account set up, understanding and efficiently using the Analytics dashboard
  - Filtering and reporting across multiple domains and subdomains
  - Campaign tagging, attribution and conversion analysis
  - Detailed reporting across goals, funnel pathways, conversions and eCommerce
- Strategy and Planning
  - Search marketing audit
  - Plan objectives, audience and budgets

Execution and reporting on an iterative search marketing campaign.

### Target Audience:

The **Professional Diploma in Search Marketing** is recommended for individuals who are responsible for the planning, execution or measurement of **search marketing campaigns – search marketing specialists, search advertising and optimisation professionals**, or anyone who would like to pursue a career or enhance their marketing knowledge in this area. The course is suitable for participants with any level of skill or experience and will prepare them to engage specifically with search marketing within the overall digital marketing domain.

### CONSPECT:

- Introduction to Search Marketing
  - The Introduction to Search Marketing Module introduces participants to the key technical concepts of search marketing. Students will learn how the core search elements, including search engine optimisation, pay per click advertising, and analytics, work together to drive targeted, high converting traffic.
- SEO - Setup
  - The module covers the key concepts and terminology used in SEO and equips participants knowledge of a range of factors including source code, information architecture, tags, keywords, code, bots, sitemaps and links, which can lead to common errors in SEO.
- SEO - Content
  - The module investigates the role content has to play in organic search engine rankings and how fresh and relevant content typically attracts greater attention. From a technical stand point participants will learn about tags, filename and URL choices, alt-tags, meta-tags, CTR influencing factors, hyperlinks, site speed, off-page optimisation and best practice link building techniques.
- SEO – Workshop
  - The SEO Workshp Module is a workshop format with a range of practical activities facilitated within the training session. Participants are asked to implement their considered SEO strategy using a range of resources and tools, having carried out a

detailed site audit in order to appreciate exactly what is working and what is ineffective in terms of their on-site and off-site optimisation strategy.

- PPC Advertising – Search
  - The Pay-Per-Click (PPC) Search Advertising module introduces the fundamental concepts of PPC advertising. Participants learn how to set up an AdWords account, interact with the AdWords interface and understand the AdWords hierarchy.
- PPC Advertising – Display Networks
  - Participants will learn about the Display Network and how it can be used to target different kinds of customers in order to develop brand awareness and conversions. Participants are taught to understand how ad format selection, as well as appropriate extension usage, will greatly enhance the reach and potential of their display advertising campaign, including different ad extensions and the creation of enhanced ads.
- PPC Advertising – Video
  - The module evaluates the video advertising lifecycle from planning, to implementation and measurement, teaching participants to refine and optimise campaigns in the process. Participants will learn how to plan and implement a video advertising campaign and be able to use various AdWords tools to create ads for YouTube, including Display Ad Builder and AdWords Editor. Participants will also learn about running display and video ads for mobile. They will be able to place and operate ad campaigns across a range of different mobile devices.
- Analytics – Setup
  - The Analytics Setup module enables programme participants to understand how to measure, monitor and optimise their digital marketing campaigns. The module teaches participants to set up accounts and goals, understand tracking codes and reporting metrics. Participants will learn how content measurement reports are organised and arranged within Analytics and be able to measure website performance.
- Analytics – Applied
  - In the Analytics Applied module, participants will develop their understanding of the more technical aspects of Analytics. The module introduces the concept of filters in order to generate suitable reports, teaches how the Analytics account can be organised to provide reporting across multiple domains and sub-domains and introduces segmentation techniques.
- Strategy and Planning
  - The Strategy and Planning module brings together all the strands of the Professional Diploma in Search Marketing, to create a coherent search marketing plan. The Strategy and Planning Module is based on the Digital Marketing Institute (DMI) Methodology, which comprises a formal process with three distinct parts.
    - Part 1 includes a technical and content driven SEO audit of the website, along with a review of Pay-Per-Click campaigns and analytics reporting.
    - Part 2 develops a set of clear and meaningful objectives for the search marketing plan. An action plan is then developed to provide a coherent project structure, including milestones, deliverables and resources.

## REQUIREMENTS:

Anyone can apply for the **Professional Diploma in Search Marketing**. A background in a related discipline is not required – the aim of the Professional Diploma is to allow you to learn everything you need to know about search marketing; and to kickstart a new and exciting career.

You may be a business owner looking to take your online marketing to the next level or you may be someone looking for a change of career. The only prerequisite is that you have in an interest in a digital marketing career.

### Difficulty level



## CERTIFICATE:

The participants will obtain certificates signed by Digital Marketing Institute (course completion).

This course help also to prepare for **Professional Diploma in Search Marketing (PDSM) exam** available through the **Pearson VUE test centers** <http://www.pearsonvue.com/dmi/>

## TRAINER:

Authorized Digital Marketing Institute.

## ADDITIONAL INFORMATION:

The Syllabus Advisory Council is the industry based working group which defines and validates Digital Marketing Institute syllabus content. The Council contributes to the development of internationally recognized standards supporting **digital marketing education** by ensuring the consistency of our industry-led training and certification programmes. find out more <http://digitalmarketinginstitute.com/syllabus-advisory-council>