Syllabus - Google Certification Training

Section 1 : Video SEO (Optimization) Campaign

- The achievement and achievement of YouTube Video Marketing.
- How to enable YouTube channel
- Features of Youtube.
- How to link Google Adwords
- Video Optimization.
- Enter keywords.

Section 2 : Critics and analysts

- Video channel analysis
- Current videos analysis
- Keyword research

Section 3 : Optimization of videos

- Video Title Optimization
- Video Description Optimization
- Video tags optimization
- Channel tags optimization
- Instructions for video cards and other enhancements
- Suggestions for video embedding

Section 4 : Off page optimization

- Article Article and Submission
- Blog post writing and refreshing
- Embededing videos in articles / blogs
- Social sharing, videos, and blog
- QNs and Forums
- Embedding / sharing videos in QnA
- Micro blogging
- Embeding / share videos with guest posts

- Social bookmarks
- Video submissions
- Giving Title and name
- Including tags
- Adds video description
- SEO techniques on Youtube

Section 5 : Reporting

- Videos Performance Report (Rank, Views)
- Channel Views / Subscribers Report
- Monthly Operational Report
- Maintaining Youtube Channel

Section 6 : Video promotion / YOUTUBE ads

- Youtube Advertising
- Video Editing, Production ETC.

Training Fees / Duration (Rs. 2,500/- Onwards)

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